



# CHEMIST & DRUGGIST

the newsweekly for pharmacy

February 16, 1991

## Sanatogen answers the growing need.

**Sanatogen<sup>®</sup>**  
**CHILDPLAN**  
MULTIVITAMINS



CHILDREN'S NEEDS CHANGE AS THEY GROW

**Sanatogen<sup>®</sup>**  
**CHILDPLAN**  
MULTIVITAMINS  
+ MINERALS



CHILDREN'S NEEDS CHANGE AS THEY GROW

- ↑ A child of 3 has different vitamin needs from a child of 12.
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- ↑ £500,000 National Press advertising campaign.
- ↑ Sanatogen, the brand leader.

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**Britain's favourite family of vitamins.**

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**FISONS**  
Consumer Health

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**No evidence to support change to RPM rules**

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**Lloyds and AAH move in on more small multiples**

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**Free movement with Eire extended**

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**Practice makes perfect pharmacy?**

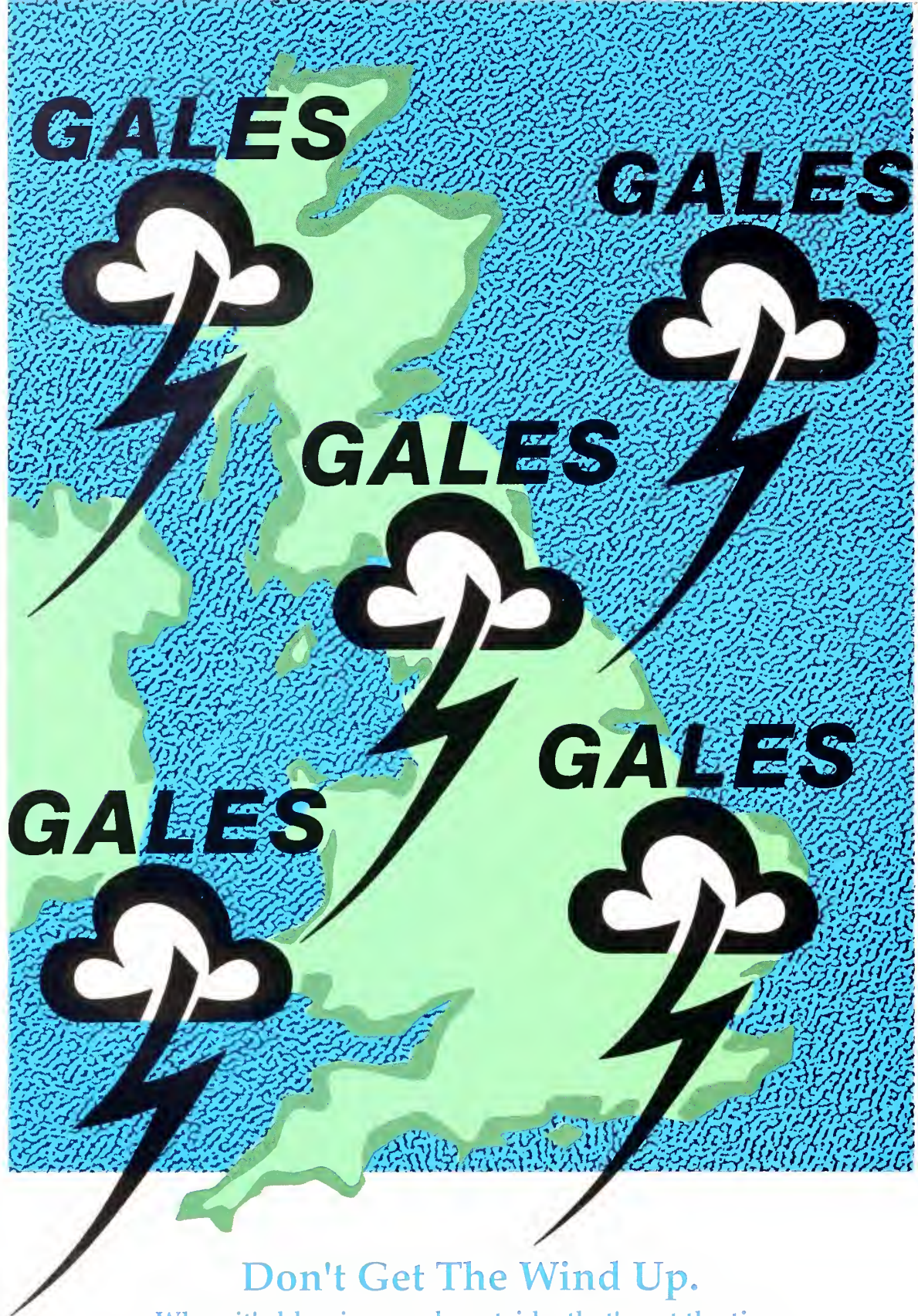
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**Analgesics: not such a headache**

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# CHEMIST & DRUGGIST

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& PHARMACY UPDATE

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# COMMENT

**W**e have recently heard from a local pharmaceutical committee secretary and family health services authority member of his personal concern about the processing of rural dispensing applications following the demise of the Rural Dispensing Committee. In that area, at least, some of the new lay members on FHSAs have been singularly unaware of the scope of pharmaceutical services available in the High Street. This could be particularly critical in the early stages if they sit on the pharmacy committees that in some FHSAs have replaced the dispensing subcommittee and the pharmacy practice subcommittee. The need for effective PR at this level has never been more important.

Where an application to open up a pharmacy in a rural area — or indeed, to designate an area rural in character — affects the ability of either pharmacist or doctor to provide an adequate medical or pharmaceutical service, this has to be given due consideration as in RDC days. This problem is exacerbated by the fact that neither disadvantaged GPs nor pharmacists now receive compensation. Perhaps it is time that local compensation arrangements were made, with beneficiaries on either side contributing directly to a

specific fund for a finite period. The local FHSA could monitor prescription volume changes through the Prescription Pricing Authority, and adjust individual NHS payments accordingly.

Very few doctors or pharmacists abuse the privilege afforded by new contracts, or contract extensions. What if a pharmacy limited company were to apply for and be granted a contract which they then sold on, before ever dispensing a script? (We have heard of a possible instance.) Such practitioners would then be seen by FHSA members as being less interested in the provision of a full pharmaceutical service to deserving patients, than in financial reward.

And, of course, if the Department of Health was to take any notice of the Doctors' and Dentist' Review Body *comment* that the one mile dispensing limit for pharmacies in rural areas be abandoned, then such pharmacies would become unviable overnight, and their NHS customers deprived of the full pharmaceutical service they deserve. Then even a locally administered compensation scheme would be of little use. The Government should ignore the Review Body suggestion, which is outside its remit.



# No evidence to support change to RPM rules

The Director General of Fair Trading so far has not found sufficient evidence to support an application to the Restrictive Practices Court to review the case for resale price maintenance on medicines.

In the House of Lords last week, Lord Monson, the crossbencher who supports extended Sunday trading and minimum interference with market forces, questioned the justification for the retention of RPM on medicines.

Manufacturers and suppliers of the products are permitted

(although not required) to impose RPM on their products without being in breach of the 1976 Resale Prices Act. In deciding to exempt medicines, the Court had concluded that price competition arising from the abandonment of RPM would be likely to lead to the closure of some smaller pharmacy outlets (especially in urban areas outside shopping centres).

The Minister said the Court could review its decision on an application from the Director General of Fair Trading or from the manufacturers or wholesale suppliers of the goods in question.

Leave for such an application had first to be obtained from the Court and might be granted only where there was *prima facie* evidence of a material change in the relevant circumstances since the Court's previous decision.

Lord Hesketh told Lord Monson: "The possibility of making an application in the case of pharmaceutical products is kept under review by the Director General. However, I understand that he has not so far found sufficient evidence of a material change to support an application to re-open the case."



**Continence advisers** — a new project on their current and future roles is due to start this April, say the Department of Health.

**Script charges** According to a report in the *Independent* script charges are set to rise by 30p from April 1.

**Another attempt** to relax the restriction on Sunday trading is to be made by Mr John Marshall (Con) when he seeks to introduce a Private Member's Bill in the Commons on March 5.

**The Department of Health** and the Ministry of Agriculture have advised pregnant women to avoid close contact with sheep during the Spring lambing period, due to the risk of miscarriage from infection with *Chlamydia psittaci*, the most common cause of abortion in ewes. Although the risk is extremely small, pregnant women should seek medical advice if they experience flu-like symptoms after contact with sheep.

## Call for 'well performed' homoeopathy trials

There is a legitimate case for further evaluation of homoeopathy by well performed trials, according to a paper in the *British Medical Journal* (February 9).

The authors set out to establish whether there is evidence of the efficacy of homoeopathy from controlled trials in humans. They searched for published reports of trials worldwide over three years, and assessed them using well established methodological criteria, giving each a score out of 100.

Results showed a positive trend regardless of the trial or the variety of homoeopathy used. Overall, of the 105 trials with

interpretable results, 81 trials indicated positive results; no positive effects were found in the other 24.

The amount of positive evidence came as a surprise to the authors, who said that based on the evidence, they would be prepared to accept that homoeopathy can be efficacious, if only the mechanism of action were more plausible.

However, they concluded that although the evidence of clinical trials is positive, it is not sufficient to draw definitive conclusions because most trials are of low methodological quality and because of the unknown role of publication bias.

## Debate over FP10s or FP14s

Mr David Blunkett (Lab) has questioned the Government about the restrictions placed on the prescribing of drugs by hospital pharmacies for patients when they are discharged.

Virginia Bottomley, the Health Minister, said it has been the policy of successive governments that responsibility for prescribing should rest with the doctor who had clinical responsibility for that particular aspect of an out-patient's treatment.

Mrs Bottomley said there were no central rules on the quantity of a medicine to be supplied to a patient leaving hospital. Outpatient prescribing policies were determined locally. She stated: "We would expect out-patients on discharge to be supplied with a quantity of medicine which allowed them sufficient time to make an appointment with their GP."

The Minister confirmed that regional health authorities had been asked to examine their outpatient prescribing policies and to take a view of what was properly hospital or GP prescribing, and to establish budgets for their DHAs and FHSAs on the basis of conformity with the Government's policy.

## Dorset NPA call to arms

The Dorset branch of the National Pharmaceutical Association has launched an appeal to members to rally round and inject new life into it to help the cause of independent pharmacy.

Secretary and treasurer P. Clarke, in a letter to members, says: "The change in status of Unichem combined with Boots' activities, means that we must do something to reactivate the branch."

He says that now Boots are putting corporate resources behind acquiring major NHS business, the need for the NPA has never been stronger. And he adds that when Unichem was co-operatively owned, members looked to them for assistance; "but things are bound to change", he says.

"A new team is needed. With only one or two of younger members, the branch can again play an important part on behalf of independent pharmacy."



## Society asks Boots to amend letter

The Royal Pharmaceutical Society's Council agreed at this month's meeting to ask Boots the Chemists to amend the text of a letter sent to owners of residential homes.

Boots will be asked to reword a sentence advocating the use of their monitored dosage systems to help ensure that residents had "the best possible care and attention". The Ethics Committee felt strongly that the use of the word "best" could lead to justified criticism that the company was claiming superiority over non-Boots pharmacies.

It was also agreed that the company should, at the earliest opportunity, remove the same word from a similar claim in a promotional brochure produced for home owners.

Council agreed not to object to a local pharmaceutical committee's proposal to send residential homes a letter giving information on the use of monitored dosage systems. The LPC would be asked to ensure that the letter was factual and without bias. It would also be invited to express certain points in the form of questions that the home owner should ask about any system being offered.

## Pyrethroids first line for head lice

Nearly a year after the UK saw the launch of the first pyrethroid, a number of district health authorities are now recommending them as first line for head lice.

Full Marks, active ingredient phenothrin, was launched in March last year. A spokesman for Napp told *C&D* that Full Marks is the first line treatment in nine district head lice policies.

A number of areas are due to change their policies in September and Napp are hopeful that the Full Marks brand will be recommended.

Wellcome's Lyclear (permethrin) was launched in May last year. It is first line treatment in North Staffordshire but the company was unable to provide details of how many other districts recommended Lyclear.

□ Shaving heads could be the only cure for head lice for future generations if insecticides become ineffective, according to the latest *Journal of the Royal Society of Health*. Dr John Maunders of Cambridge University says that two out of the five treatment groups, DDT and cyclodienes, are virtually ineffective.

## Carbamazepine: generic versus proprietary

Differences in bioavailability or pharmacokinetics between generic and proprietary carbamazepine cannot account for breakthrough seizures or a higher incidence of neurological side effects.

This is the conclusion of research carried out at Leeds General Infirmary (*J. Pharm. Pharmacol.* 1991, 43: 117), prompted when the hospital started prescribing a generic

carbamazepine in place of Tegretol. Two epileptic patients, asymptomatic for more than two years, relapsed three and seven days after the administration of the generic. Their seizures were controlled when the proprietary was re-introduced.

Dissolution from the generic formulation was greater than from Tegretol but the bioavailability and pharmacokinetics were similar for both formulations.

## Outpatient information

One in five hospital outpatients leave clinics without a clear understanding of their medical condition or treatment, according to a survey in *Which?*

Despite the fact that three quarters of patients want to know as much about their condition as possible, 25 per cent were not given any information unless they asked for it.

Some 14 per cent of patients had questions for the specialist but failed to ask them. Nearly two thirds assumed the doctor would tell them all they needed to know and one third were worried that the doctor was too busy.

*Which?* proposes that specialists encourage outpatients to ask questions; doctors receive regular training in communication skills; and hospitals provide information leaflets.

## Gift voucher NPA scheme

National Pharmaceutical Association members may soon be able to buy goods and services from the business services department with gift vouchers issued by a number of manufacturers.

Similar promotion have been run in the past with LRC Products. These featured £1 and £5 vouchers given to members who placed orders for products to specified values. Members then submitted the vouchers with an order for NPA business services.

Sales promotion consultants SMP have approached a number of manufacturers, inviting them to use the scheme as a promotional tool. The response has been very good, and the first vouchers should be available in late Spring or early Summer, says spokeswoman Jo Moffatt.

Ms Moffatt believes the advantage of the scheme for suppliers is the pharmacy restriction with personalised vouchers and guaranteed exclusivity — no other manufacturer in their product sector will be offering them at the same time.

NPA business services manager John Goulding says: "We're hoping SMP will sign up a sufficient number of firms to make it worthwhile." With the wide range of good and business services offered by the NPA, the Board feels that the scheme will help to improve members' business efficiency.

# Free movement with Ireland extended

An agreement on extending the free movement of pharmacists between Great Britain and the Republic of Ireland has been finalised with immediate effect.

The Pharmaceutical Society of Ireland Council has confirmed its acceptance of a framework for

regulating the free movement of pharmacists who were registered in either country but who did not meet the established rights provisions of EC Directive 84/433/EEC.

Under the agreement, pharmacists not meeting that Directive's provisions will be accepted for registration in the host country if they have been registered in their home country for at least five years and been engaged in pharmacy practice for at least three consecutive years during the five years preceding the date of application. For the purposes of the agreement, pharmacy practice would be deemed to embrace practice in the pharmaceutical industry, in wholesaling, in teaching students and/or in research at a school of

pharmacy in Britain or Ireland and in administration within a recognised pharmaceutical professional body, Government department or enforcement authority involved with medicines.

The applicant pharmacist would supply documentation to the home country registrar to enable him to issue a certificate confirming that the requirements had been fulfilled. The pharmacist would then be required to provide any further documentation (such as a health certificate) that was required by the host country for registration.

Pharmacists registering in accordance with the new agreement would not be allowed to open a new pharmacy or purchase one that had been open for less than three years.

### BRIEF

The leaflet "Pharmacists — making a vital contribution to community healthcare", jointly produced by a number of pharmaceutical organisations, is getting a facelift.

Original supplies of the leaflet are now exhausted and the opportunity has been taken to add new artwork to the existing text. The leaflets may be ready for the PSNC dinner on February 18.



## Boots advertisement may be alright on RPM

A Boots advertisement for special offer packs of various dietary supplements which elicited complaints from pharmacists who suspected it contravened resale price maintenance rules is probably legal, says the Proprietary Articles Trade Association.

Members of the National Pharmaceutical Association complained about the advertisement which appeared in the national Press on January 16. The NPA approached PATA for an opinion and PATA wrote to Fisons, one of the companies whose products were featured in

the advertisement.

It showed banded packs of Sanatogen multivitamins plus calcium 15s with children's vitamins 100s, and multivitamins 30s with 150s, flashed "special offer exclusive to Boots".

Fisons pointed out that the combination of the children's vitamins with a special pack of multivitamins plus calcium 15s has no recommended selling price so RPM is not affected.

They admitted that the offer on standard packs of multivitamins appeared to represent a reduction on the perceived price of 150 tablets. But since they do not sell

a 150 tablet pack, there is no RSP to discount; so there can be no contravention of RPM, Fisons maintained.

Even so, Fisons said they did not intend to run this particular offer in future promotions.

In PATA's response to the NPA they said that Fisons were on "choppy waters" with the two standard packs banded together at a reduced price. But PATA agreed that since the banded pack is not shown on their official price list, it could be said that no RSP had been established.

Colette McCreedy, NPA head of public relations, told *C&D* that she felt the outcome of the complaints was good; not only had Fisons said that they would not repeat the promotion, but it showed that maintenance of RPM was active, she said.

## BRIEFS

**The first British Pharmaceutical Students Association year book** is now available. It was sponsored by AAH Pharmaceuticals, who also produce BPSA's newsletter *Future Pharmacist*. Contact Nicola Gray, public relations officer, at Southview, 274 Leigh Road, Worsley, Manchester M28 4LF.

**A further £2.3 million is to be made available** in the next financial year for development of audit in the nursing profession, which is already underway. These extra funds, most of which will be allocated to regional health authorities, will enable a more co-ordinated and consistent approach to the audit, said Secretary for Health William Waldegrave.

**A new Additional Voluntary Contribution scheme** for NHS staff is available from this month, providing a money-purchase option with the Equitable Life Assurance Society. The new scheme, which will run alongside existing AVC facilities, will give members more choice about how extra pension benefits can be provided within Inland Revenue limits.

**The level of business failures** for 1990 has been the highest since the current measure was introduced in 1977, according to credit insurance group Trade Indemnity.

For 1990 as a whole business failures were up 77 per cent on the previous year, with chemicals registering a 69 per cent increase and services sector failures up 81 per cent.

**The Health Education Board for Scotland**, which will replace the Scottish health education group, will become operational from 1 April, with a budget of £5.1m for the next financial year. It will be the national centre for health education, expertise and information, and will undertake national health campaigns.

**The average cost** of prescriptions supplied by community pharmacists and dispensing doctors in England in 1989-90 was £6.36 gross.

## Sugar derived sweetener targets pharmacy outlets

With the current growth in diet and reduced calorie products, manufacturers are now targeting community pharmacies as outlets for products suitable for diabetics and "kind to teeth".

The latest bulk sweetener to feature in these products is isomalt, the only sugar alcohol derived from sucrose. Produced by the German company Palatinit Suessungsmittel, isomalt, available in the UK since 1989, is marketed by The Ingredients Consultancy.

Unlike other sugar replacements isomalt is derived from sucrose, which accounts for its sugar-like taste, says Palatinit. Consumer benefits include no unpleasant aftertaste, non-cariogenicity, suitability for diabetics and reduced calories.

Thorntons already use isomalt in their diabetic products, while the 21st International Sweets and Biscuits Fair (ISM) in Cologne last

week saw the launch of Suchard's range of diabetic chocolates with isomalt.

Although not yet available in the UK, the Swiss company plans to target the range at pharmacies and drug stores as well as supermarkets.

Also exhibiting at ISM were A.L. Simpkin & Co Ltd, whose pharmacy line Sugar Free Pops were the first British-made product to contain isomalt. The company has redesigned its counter display unit to flag the dental benefits and are working on other sugar-free products.

Fylde Coast Confectionery was the second British company to introduce products with isomalt. Their rock candy sticks and Mustang throat sweets are also available through pharmacies.

Derbyshire's, part of the Swizzels Matlow group, use isomalt in their Crystal Fruits and Mints. These are currently on trial

in 14 Asda stores with discussions also underway with a pharmacy wholesaler.

Swiss manufacturer Ricola's herbal products are distributed in the UK by Cedar Health. The company is planning its first ever UK national TV advertising campaign running from the middle of this month for four weeks.

Ricola's sugar free herbal lozenges are being introduced onto the UK market, possibly through a single pharmacy multiple at first. The range is packaged in small cigarette-sized cartons with a flip top. The packs endorse the "sugar-free" and "kind to teeth" messages and carry the "Happy Tooth" logo being pioneered in Switzerland.

The logo — a smiling molar covered by an umbrella — was introduced in 1982 by the Dental Institute at Zurich University.

In the UK several academics have shown support for the "Happy Tooth" concept. Plans for a UK campaign, with possible backing by the British Dental Association, are underway. Palatinit hope this will boost the public's awareness of isomalt and its products.

**NEW BRIGHTER PACKAGING**

# SURE

Sure-Lax is a gentle and effective laxative trusted for generations that you can recommend with confidence.



# SELLER

Available in bright new tamper-evident tubs.

Sure-Lax is a sure seller — make sure you stock it.

A SURE SHIELD FAMILY REMEDY



English Grains Healthcare, Park Road, Overseal, Burton-on-Trent, Staffs.



## Record trade surplus in medicines

As the ABPI announced that the British pharmaceutical industry earned a trade surplus of £1.1 billion last year, its director Dr John Griffin called for a sympathetic approach to the industry from Government.

The 15 per cent increase in exports was in spite of the loss of markets worth £60 million a year in Iraq and Kuwait. A spokesman for the ABPI said that the surplus marks 40 years of sustained benefits to Britain's balance of trade.

The Association's figures show exports increased by 12 per cent to £2.6 billion, while imports rose by 9 per cent to £1.2 billion.

ABPI director Dr John Griffin said: "Our record trade surplus contribution to the UK economy last year is largely due to the industry's investment in R&D over many years.

"At a time when the economy is in recession and manufacturing industry as a whole is trading at a substantial deficit, we urge the UK Government to pursue policies that will enable one of our few remaining successful industries to continue to make a valuable contribution to the trade figures."

## Budgets on target

Work on the indicative prescribing scheme is on target and the Prescription Pricing Authority's new computer systems will be in place to provide health authorities and GPs with all the information needed to operate the scheme from April.

This information is given in a Department of Health and Office of Population Censuses and Surveys report on "The Government's Expenditure Plans 1991-92 to 1993-94". Net expenditure on the NHS in England is planned to increase to £24.8 billion in 1991-92, an increase of £2.4bn compared with the estimated outturn in 1990-91.

Non cash limited family health services spending is now forecast to be lower than planned because of the slower growth on the drugs bill since GPs have been using PACT data to monitor their own prescribing.

The 1990-91 drugs bill is forecast to be some £200m below estimates provision.

# TOPICAL REFLECTIONS

by Xrayser

## Dispensing with stock — if only!

My stock figures this year revealed another substantial rise in the dispensary holding without a comparative increase in prescription numbers. Calendar packs have limited this increase by reducing the number of tablets stocked, but looking around my shelves the OPDs are almost complete; so with the introduction of each successive expensive new product my stock levels are set to soar even higher, compounded by the fact that the generation of demand is outside my control. For example, I am still holding £81.05 worth of Lederle's new "once-a-day" cephalosporin Suprax purchased as initial stock six months ago, since when I have neither seen a script nor had a return visit from their representative.

Historically, the rise in stock levels was accounted for in periodic cost inquiries by subsequent adjustment of the balance sheet. But without the buffer of proper reimbursement of costs from the Department of Health we must, in future, look to the pharmaceutical industry to assume responsibility for the financial consequences of their new products. It is no longer sufficient to assure us of commercial success: Companies should now supply us with at least a single treatment pack of the most commonly anticipated usage free of charge, so that future purchases can be geared to their own success in generating prescriptions.

## Doubling up...

Multiple prescriptions for one family on a single form have always been a source of irritation and lost fees. In theory, a request can be made to the doctor to write individual scripts, in practice the net result is a souring of inter-professional



relationships and an irate patient.

That is until computerisation. Now each patient's records have to be updated separately and amended as their treatment is registered, so a single prescription is generated. I am seeing progressively more batches of individual scripts for the same family printed by the computer to the letter of the Drug Tariff. Computers may have their uses after all!

## "Brand" demand

Some patients are more demanding than others, but as long as the request is reasonable I am tolerant and try to help. The result is that I seem to have attracted more than my fair share of these positive-minded patients!

The demand for a "British" Ventolin or "yellow temazepam" I can cope with, but a request for "Tylex, not in two bottles?". It seems that this patient had been dispensed the generic components of Tylex without any explanation instead of the branded capsule, and had justifiably queried the substitution. When this was not forthcoming I became the recipient of his re-presented script. I am not prepared to condone a deliberate fraud of this type, and will scan future deliberations of the Statutory Committee with interest, but the temptation is a direct consequence of the marketing of a single formulation of two common generic drugs at a highly inflated price.

The NHS is under severe financial strain and the prescribing of unnecessarily expensive combinations can only exacerbate the problem. If the convenience of combination products is an advantage to the patient, then that could be accommodated by the use of an approved "co-" name and the refusal of a product licence to branded preparations. The price would then be determined by market forces, and not by the pseudo-protection afforded by the registering of "brand" names.







Regular customers  
regular sales!

# CLOCKWORK ORANGE

When customers come to you for advice on relieving the discomfort of their constipation, they may well expect you to recommend a laxative. But most simple constipation is caused by a lack of fibre in the diet. Doesn't it make sense then, to recommend that they relieve their constipation by increasing the amount of fibre they eat?

Unfortunately, many people may be unwilling or unable to change their diets to include more high fibre foods. This is where you can help, by recommending fibre in a glass — Fybogel Orange.

Because it contains Ispaghula husk, Fybogel Orange can help to replace the fibre missing from so many modern diets, easing the discomfort of constipation and restoring regularity. Fybogel Orange is a convenient, palatable drink, flavoured with natural orange. A natural choice for the management of constipation.

## Fybogel Orange

Ispaghula husk BP

### A GENTLE START TO NATURAL REGULARITY

**PRODUCT INFORMATION FOR PHARMACY RECOMMENDATION: Fybogel:** **Active ingredients:** each sachet contains 3.5g Ispaghula husk B.P. **Indications:** constipation, conditions requiring a high fibre regimen. **Contra-indications:** Fybogel is contraindicated in cases of intestinal obstruction and colonic atony. **Dosage and administration:** (to be taken in water) Adults and children over 12: one sachet morning and evening. Children 6-12: half to one 5ml spoonful, depending on size and age, morning and evening. Children under 6: consult your doctor. **Retail price:** at December '90 7 sachets 99p, 10 sachets £1.22. Product Licence nos. Fybogel Orange 44/0068, Fybogel 44/0041. Fybogel is a trade mark. Further information and display material is available on request from Reckitt & Colman Products, Hull, HU8 7DS, U.K.







## S&N's Ditropan now licensed for urinary incontinence

Smith & Nephew are launching Ditropan tablets, which have been available in the UK since 1982 for named patients, and are now licensed for urinary incontinence.

The active ingredient, oxybutynin, has both antispasmodic and anti-cholinergic effects. It relaxes the smooth muscle of the bladder detrusor and reduces the nervous stimulation which causes

inappropriate contractions. The dosage can be quickly titrated for each patient to give them optimum efficacy with minimal side-effects. **Manufacturer** Smith & Nephew Pharmaceuticals Ltd, Bampton Road, Harold Hill, Romford, Essex RM3 8SL

**Description** Pale blue, biconvex, circular tablets marked "Ditropan" on one side, scored and marked "S&N" on the other,

and containing 2.5mg or 5mg oxybutynin hydrochloride

**Uses** Urinary incontinence, urgency and frequency in the unstable bladder, due to neurogenic disorders (eg in multiple sclerosis and spina bifida), or to idiopathic detrusor instability. In children, nocturnal enuresis (see Data Sheet)

**Dosage** *Adults* 5mg two to three times a day; may be increased to a maximum of 5mg four times a day *Elderly* 5mg twice a day *Children over 5 years* Neurogenic bladder instability: 5mg twice a day; may be increased to 5mg three times a day. Nocturnal enuresis: 5mg two or three times a day (last dose before bedtime)

**Contra-indications, warnings etc** Obstruction of the bladder, significant bladder outflow obstruction, intestinal atony, severe ulcerative colitis or toxic megacolon, myasthenia gravis or glaucoma. Use with caution in the frail elderly, and autonomic neuropathy, hepatic or in renal disease. Special care in hiatus hernia associated with reflux oesophagitis. May produce drowsiness or blurred vision; caution patients. Avoid in pregnancy, and in breast-feeding mothers (see Data Sheet)

**Side-effects** Dry mouth, constipation, blurred vision, nausea, abdominal discomfort,

facial flushing and difficulty in micturition. Less frequently, headache, urinary retention, dizziness, drowsiness, dry skin, diarrhoea and cardiac arrhythmias

**Drug interactions** Care with anticholinergics, phenothiazines, amantadine, butyrophenones, L dopa, digitalis and tricyclic antidepressants

**Pack** Four blister strips of 21 tablets (2.5mg £12.04, 5mg £24.08, both prices trade)

**Supply restrictions** POM

**Product licences** 2.5mg 0033/0124, 5mg /0125

**Issued** February 1991

### BRIEFS

**Columbia** are informing GPs and pharmacists that Replens, their vaginal dryness treatment launched last year (*C&D*, September 22, 1990) is reimbursable on FP10 (12 applicators £7.91 trade). Replens retains its legal cosmetic classification. *Columbia Laboratories. Tel: 071-233 3004.*

**Sandoz** are introducing a 200ml pack size of lactulose solution (£1.75 trade). *Sandoz Pharmaceuticals. 0276 692255.*

**Antigen Pharmaceuticals** have launched mefenamic acid tablets 500mg (100 £9.40) and capsules 250mg (168 £9.40, both prices trade). *Antigen Europe. Tel: 0293 614616.*

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standards



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MEDICINE

Far be it from us to knock our competitors in the alternative medicines market, but we're not impressed by recent events.

Too many products have appeared on the market and the public has become confused and puzzled

Some of the products and the formulations have come under close scrutiny - and the results



have not helped the image of herbal medicine.

The fact is that Potter's have been in business for over 175 years. We've recently

been granted full licences for over 100 of our products as the result of a Government review.

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Potter's

Potter's (Herbal Supplies) Ltd., Leyland Mill Lane,  
Wigan, Lancs WN1 2SB.  
Tel: 0942 34761. Fax: 0942 820255.

## Chewing stimulates saliva to aid remineralisation



Remineralisation – Net inflow of Ca<sup>++</sup> PO<sub>4</sub><sup>---</sup> into the enamel



Demineralisation – Net outflow of Ca<sup>++</sup> PO<sub>4</sub><sup>---</sup> from the enamel

After eating, elevated acid exposure can cause an outflow of calcium and phosphate from the tooth enamel, which may lead to demineralisation and decay. It is well documented that saliva has an important role to play in helping to prevent this process.<sup>1,2,3</sup> A recently published study demonstrated that the chewing of sugar-free gum for 20 minutes after eating stimulates saliva to promote remineralisation of experimental caries-like lesions.<sup>4</sup>

Now a new research study using experimental caries-like lesions has shown that the chewing of sucrose-sweetened gum for 20 minutes after meals and snacks significantly increased the mineral content of the lesions, compared to when gum was not chewed.<sup>5</sup>

While research on sucrose-sweetened gum continues, you can recommend with confidence the chewing of sugar-free gum for 20 minutes after eating to help your patients in the fight against tooth decay.

So consider Wrigley's Extra and Orbit sugar-free gums as valuable adjuncts to thorough brushing with fluoride toothpaste, a sensible diet and regular check-ups in maintaining good dental health.



The Wrigley Company Ltd, Estover, Plymouth, Devon, PL6 7PR

**References** 1. JADA, 1988, **116**, 757-759. 2. *Gen. Dent. Pract.*, 1989, July/Aug. 3. *Dental Update Supplement*, 1989, 3-15. 4. *J. Dent. Res.*, 1989, **68**(6), 1064-1068. 5. IADR, 1990, Cincinnati, Abstr.1217.



# COUNTERPOINTS

## Corimist's Gliss gains "Extra body"

The Gliss Corimist range of hair repair products now includes "Extra body" products with panthenol for fine, flyaway hair. Schwarzkopf say that one in three women have this hair type, which can be difficult to style yet demands gentle products.

The new range comprises shampoo (£1.49), conditioner (£1.69), mousse (£1.85) and hair spray (£1.85).

All Gliss Corimist products have been given a "facelift", with easy to read variant and problem/solution descriptors, say Schwarzkopf.

A £3 million television campaign for Gliss Corimist will break nationally at the end of March, with in-store offers and leaflets available. *Schwarzkopf Ltd. Tel: 0296 88101*

## Spring range

Richards & Appleby have launched a number of new products and three new ranges.

The Natural History collection of skin and body care products is now available in an export version.

Fantaseas is a new range of four fragrant bubble baths. Gift packs are available. Blossom basket has been given a new look with packaging in softer colours.

Nailoid has been relaunched in soft pink and grey packaging and five products have been added — protein nail soak (£2.95), nail polish remover (£0.95), French manicure kit (£4.99), repair pen (£2.25) and hand cream (£0.95). *Richards & Appleby Ltd. Tel: 0695 20111.*

The House of 4711 are offering a free 100g soap, worth £2, with any 50ml purchase of their eau de cologne until stocks run out. The offer, designed to maximise on the Mother's Day market on March 10, will enable children to purchase a gift product at an affordable price, say *Alberto Culver. Tel: 0256 57222.*



## Special skin treats from Almay

Almay have introduced a new skincare range, called Special Treatments, for all types of problem skin.

The range comprises defensive day cream (£8.95 50ml), skin recovery complex (£10.50 30ml) and revitalising face mask (£7.50 50ml).

The day cream contains UV-A and UV-B filters to SPF12 plus vitamins A, E and B to aid moisturisation.

The skin recovery complex is a light, concentrated fluid containing hyaluronic acid for extra moisture, say Almay, who recommend it for "tired, out of condition skin".

Revitalising facial mask is creamy and non-drying, so can be used on sensitive skins, say Almay. All products are hypo-allergenic, non-comedogenic, and fragrance and lanolin-free, say Almay. *Nicholas Laboratories Ltd.*

## Fenjal elegance

Fenjal are offering consumers a quilted satin evening bag containing a range of cosmetic accessories from the beginning of March.

The on-pack offer is available with purchases of Fenjal 100ml creme bath classic and avantgarde packs and 250ml creme bath classic packs. The evening bag is

offered in exchange for either two proofs of purchase and £4.99 or one proof of purchase and £6.99.

The black evening bag contains a perfume atomiser, lipstick holder and mirror and cosmetic brush, all finished in black and gold. *Smithkline Beecham Personal Care. Tel: 081-560 5151.*

AAH Pharmaceuticals are promoting selected lines of Scott's Andrex tissues until April 5. Products include Scotties, Scottowel, Fiesta and Andrex two-, four- and nine-roll packs. A minimum order of 10 cases is needed for a discount. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

Wellcome Consumer Healthcare are supporting Tineafax with re-designed point of sale material. The new merchandisers hold 12 cartons of Tineafax cream and powder. The company will also be supplying consumer advice leaflets. *Wellcome Foundation Ltd. Tel: 0270 583151.*

## Belle new shades

Laboratories Garnier have introduced three more colours and repackaged their Belle Color range of permanent hair colorants.

The new shades are light natural auburn, light natural copper and indigo black. This brings the number of colour options to 23.

Every pack now features a model to illustrate the colour. The oxydent bottle has a self-breakable tip and the application process is pictured on the side of the carton. Each pack carries a money-back guarantee if satisfactory results are not obtained. Details of the new Laboratories Garnier advisory service are also shown.

For the second half of the year £500,000 worth of television advertising is scheduled.

Other promotional activity planned includes money-off coupons available in-store. Point of sale leaflets will also be produced to aid selection.

Newly designed shelf trays are available incorporating a hair meche to illustrate each shade. Window cards and display stands will also be offered to pharmacists. *Laboratories Garnier. Tel: 071-937 5454.*

## Clairol's new Finale

Clairol have repackaged their Finale range of hairsprays. The new packs are coloured ivory with a transparent plastic lid and contemporary style graphics.

The company is backing the range with a £1 million advertising campaign. Promotional activity planned includes extra value packs in March-April and July-August. Consumers will be able to purchase a 225ml bottle for the price of the 200ml size.

In May the 125ml Finale pack will carry a 30p money off coupon fixed to the lid, redeemable at any pharmacy. *Bristol-Myers. Tel: 0895 639911.*



# Hechter add body care to Caractère

Daniel Hechter are adding four body care products to their men's Caractère range.

All over hair and body shampoo (£4.95 150ml) is a tonic gel with a gentle cleansing action. Protective shave foam (£4.95 150ml) is a creamy, mousse formulation with moisturisers.

Aftershave balm (£6.95 100ml) is alcohol-free and said to be suitable for sensitive skins. The company says it helps alleviate razor burn, leaving skin cool and refreshed. Talcum powder (£5.95 75g) is a fine, fragranced powder.

Media support will include scented cards in Sunday supplements throughout February and March.

A "Price shavings" promotion will run from March 11 to the end of April. Caractère aftershave spray (30ml), deodorant (150ml), protective foam shave (150ml), and hair and body shampoo (150ml) will be available at £4.95 each. Alternatively, any three products can be purchased for the price of two.



Any travel size sample of deodorant (75ml), aftershave balm (50ml), protective shaving foam (75ml) and perfumed hair and body shampoo (75ml) will be offered with any purchase of the 50ml aftershave vaporisateur (£10.95). This offer runs to the end of February.

The Caractère promotions will be supported with a range of display materials. *Selective Beauty International*. Tel: 071-937 5454.

## Nair goes green

Carter Wallace have repackaged their Nair range of depilatories. The new packs are royal blue with a Nair logo.

The company says the brand is favoured by younger women concerned about the environment. The new packaging is made from 100 per cent recycled board, say Carter Wallace. All products are made from derivatives of natural ingredients.

A trial kit (£2.99) has been added to the range to enable easier selection of product. It contains one tube of lotion, one of cream, one wax strip and aftertreatment conditioning cream together with instructions for all the products. *Carter Wallace Ltd*. Tel: 0303 850661.

**Griptight Freflo teats** are now available on a perforated blister card giving flexibility of display and the option of purchasing smaller quantities. The new card holds 10 teats compared with the existing 25-teat display box, providing a display system ideal for encouraging impulse purchase alongside checkouts, say *Lewis Woolf Griptight*. Tel: 021-414 1122.

## The art of handcare

Smith & Nephew are promoting their Atrix handcare range. The promotion is to support Atrix lotion and capitalises on the 1990 "Art of Handcare" television commercials.

Leaflets will be distributed to 1 million current hand lotion users offering 20p off and inviting consumers to enter a competition with the chance of winning £1,000 to spend on mastering the art of their choice. *Smith & Nephew Consumer Products Ltd*. Tel: 021-327 4750.

## It's a Pearl!

Cussons are claiming that Pearl soap is the fastest growing toilet soap in the UK, with volume sales to the end of 1990 increasing by 51.9 per cent.

The brand's overall sterling market share grew from 3.6 to 5.2 per cent during the same period (AGB), says the company. The brand was repackaged in a soft wrap version of its iridescent pack last Spring. *Cussons (UK) Ltd*. Tel: 061-792 6111.

## Neutrogena on screen

Neutrogena are making their television debut with an advertisement for their Norwegian formula handcream.

The campaign breaks this week and will last a further three weeks.

Managing director Fran Minogue says: "The current Winter weather means a greater incidence of dry cracked hands."

The television campaign coincides with the company's biggest ever Press advertising spend of £1.2 million. *Neutrogena Ltd*. Tel: 071-821 1984.



*Coty's Radiance*, a light tinted daytime moisturiser designed to give a natural tanned look, is being repackaged for 1991. The new stylish streamlined bottle will appear on-shelf from next month. *Radiance*, containing UV-A and UV-B filters, is available in three shades: golden tan, golden beige and natural blush (50ml £3.75). *Beauty International*. Tel: 0491 33333

## Torbet gain

Torbet Laboratories have taken over the marketing of Fam-Lax Tablets from Roberts Laboratories with effect from February 11. Fam-Lax will now be distributed through *Farillon Ltd*, Ashton Road, Harold Hill, Romford, Essex RM3 8UE. Tel: 04023 71136. The product will continue to be advertised to the consumer in the appropriate media.

The price of a 36 pack of Fam-Lax is £0.94.

## PILLS

— the every week story of pharmacy folk episode 42.

### "ECSTATIC"

said John Jarvis  
*M.R.Pharm.S. from Blackpool.*

"I bought PILLS for the stock control — it is better than my previous system — more automatic. Service is excellent, consumables are supplied at inexpensive prices, quickly and efficiently."

"The Leaflets? Everybody has said it all. It's true what they say."

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of own brand incontinence products. And, for customers of all ages, you can offer leaflets on our Healthline telephone enquiry service which provides medical advice on almost 200 subjects.



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But, like us, you'll probably find the most rewarding aspect of helping your elderly and disabled customers can't be measured in money.



**HELPING YOU BUILD YOUR BUSINESS  
THROUGHOUT THE YEAR.**





## Fuji launch ultra compact

Fuji have launched a high specification compact camera the size of a £5 note.

The Fuji DL-500 Wide Date — or more simply, the Mini Wide — weighs only 210g and at 121mm by 65mm by 41mm should slip into a shirt pocket or handbag without difficulty.

Despite its size the camera has a full range of features including drop-in loading, pre-wind, automatic exposure and autofocus.

Its twin lens design offers a choice of 45mm for standard use and 28mm for landscapes. There is also a landscape button which ignores objects close to the lens so that more distant scenes snap into focus.

The Mini Wide will be available at the beginning of March with a sale price of around £129.99. *Fuji Photo Film (UK). Tel: 071-586 5900.*

## Vantage mouthwash improved

AAH have introduced an improved anti-plaque formulation for Vantage own-label antiseptic mouthwash.

In a new size 500ml shatterproof bottle, Vantage minty mouthwash has antiseptic qualities and is topped with a handy dispensing cap.

At £4.14 trade for six and £1.15 RSP, POR is 31 per cent before retrospective discount. *AAH Pharmaceuticals. Tel: 0928 717070.*

## For all scaly scalp conditions

- ✓ A lightly fragranced formula with the strength of coal tar.
- ✓ Does not stain the skin, clothes or bath.
- ✓ Leaves the hair shiny and easy to manage.

**ALPHOSYL**  
SHAMPOO

The effective scalp treatment in a cosmetic shampoo.



## Tampax goes international

Tambrands are now producing only two packs for Tampax tampons in the majority of world markets (except America).

Each pack features nine different languages with the UK variant including English, French, German, Italian, Spanish, Portuguese, Dutch, Greek and Hebrew. The pack will be sold in over 15 countries.

In line with the move to an international pack, the first time user variant, "slender regular" is being renamed "mini" to conform with international markets, though its former name will continue to appear on-pack in smaller letters for about a year to avoid confusion.

Tambrands have agreed with the Departments of Trade and Industry, and Health to include additional information on-pack and

in the enclosed leaflet to educate consumers on the correct usage of tampons and absorbencies.

Tambrands say that following wide and "often inaccurate" publicity on toxic shock syndrome the following statement will be included on-pack: "For your safety read and retain the 'personal health' section of the enclosed leaflet". This encourages consumers to read the extended section on TSS within the leaflet.

Information on change frequency and details of absorbency ratings have been included. Tambrands say the absorbency information not only tells consumers which variant is the most suitable, but also introduces a rating system — already used on packs in the USA and Canada — identifying the level of absorbency in grammes. For example, super tampons are said to be for medium to heavy flow, absorbing 9-12g menstrual fluid. *Tambrands Ltd. Tel: 0705 474141.*

AAH Pharmaceuticals are offering two free display material packs to pharmacists. From Britannia Health there is a point of sale pack for Efamol, Vitabrit and Slim 'n' Fit bars. The pack contains posters, giant packs, shelf reservoirs and edgers and information leaflets. To promote the new Healthcrafts range there are free show cards and shelf talkers. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

## Gillette to spend £6m on Sensor ad

Gillette have announced a £6 million national advertising campaign for their Sensor shaving system.

New 30-second and 60-second commercials, featuring the Gillette gel for the first time to emphasis its compatibility with Sensor to the consumer, will appear at peak times throughout the network, in bursts from February through to October.

The commercial builds on the "The best a man can get" theme introduced in Contour Plus advertising in 1989, with more lifestyle messages, portraying men of differing ages in relaxed situations, and continuing to feature key product benefits.

With additional spending on promotion, including print advertising, POS displays, trial price promotions and a consumer PR programme, Gillette say they will be putting £9.5m behind Sensor in 1991. *Gillette UK Ltd. Tel: 081-560 1234.*

## Pampers NCT endorsed

Pampers maxi and maxi plus are to carry the logo of the National Childbirth Trust, the charity for parenthood education.

Research carried out for the company reveals that the NCT is the authority on parenthood most respected by mothers. The Trust currently has 50,000 registered members. The inclusion of the logo on-pack results from an exclusive sponsorship package agreed last November. *Procter & Gamble Ltd. Tel: 091-279 2000.*

## Leg Couture for Spring

Couture has brought out three styles of tights for Spring.

Spiro (£6.99) is opaque, featuring a swirl design and made of cotton/Lycra. It comes in three sizes in black or light chambray. Semara is a geometric print (£2.99) and comes in black, navy and ivory. Cotton Capri leggings (one size) come in black, white, grape and rust (£6.99). *Couture Designer Hosiery. Tel: 0788 823169.*





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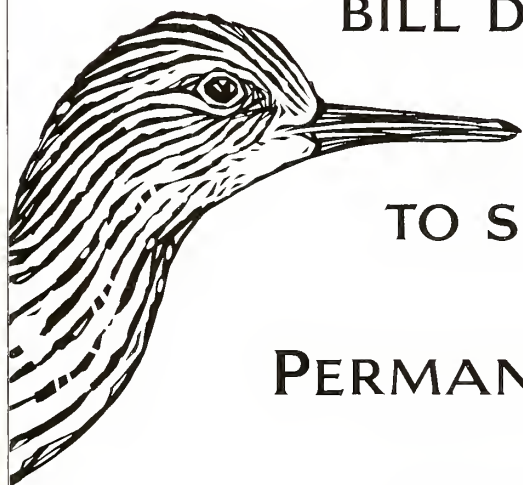
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## COUNTERPOINTS

# Jordan brush up on display

Jordan have produced a free standing display unit for their recently introduced Le Brush range of toothbrushes.

The unit holds eight dozen brushes featuring the 12 handle designs ranging from animals and keyboards to dinner jackets and piano keys (*Chemist & Druggist* January 26).

"Le Brush is such an innovative concept that it needs dramatic display to maximise on its profit potential," says Food Brokers' Tim Tomlinson.

European sales have shown that Le Brush is an impulse purchase so display is important, he says. *Chemist Brokers, division of Food Brokers Ltd. Tel: 0705 219900.*



## Hot offers from Unichem

Unichem are offering pharmacists a series of promotions on suncare products including Nivea Sun, Simple suncare, Ambre Solaire and Coppertone. They are also offering free gifts such as watches, clocks, sports bags and wine.

A profit on return of 35 per cent is given on any purchase of the Nivea Sun range. Twelve packs of Sun block lotion (125ml) are offered at £22.01 instead of the usual £28.44. In addition with any purchase of 12 packs of the range a free Nivea Sun watch is given. On purchase of eight packs a Nivea Sun wall clock is offered.

A 37.5 per cent POR on Simple suncare is available and

with every pre-pack Simple or Nivea order pharmacists will receive a £5 Marks & Spencer voucher.

The Coppertone promotion offers a POR of 35 per cent and the chance of claiming a free bottle of red or white wine with every six orders.

On Ambre Solaire 35 per cent POR is available and a 39 per cent discount on Duo Tan.

With purchases of six dozen Bergasol products (excluding Bergastick and total block) pharmacists will receive a £10 Marks & Spencer voucher.

Offers commence March 1 and run until April 30, say *Unichem plc. Tel: 081-391 2323.*

## Healthy '90s

Natural, healthy hair and longer styles both for men and women are in vogue according to the latest hair care report by Market Assessment.

The report reviews market activity between 1984 and 1989 and points out that manufacturers have brought out increasing numbers of products tailored to specific hair types and conditions.

Environment-friendly products are becoming more important, says the report, though consumers will not purchase them unless they are sure the performance will be as good.

The report is available from *Market Assessment Publications Ltd. Tel: 071-278 9517.*

## A spot of sun

Age spot formula from Topifram has been developed to gradually fade age spots (liver spots) caused by over exposure to the sun, as well as freckles and hyper-pigmentation, says the company.

The cream contains hydroquinone, vitamin E, emollients and a sunscreen which helps to stop recurrence of spots. It should be applied twice daily, and results should be seen in three weeks, says the company.

Topifram age spot formula comes in three sizes — 2oz tube (£4.95), 2oz jar (£4.95), and 3.5oz pump dispenser (£7.95). The launch will be supported with a trial and PR campaign. *Distributors De Witt International Ltd. Tel: 081-441 9310.*

## Braun's electrical oral care

Braun are launching what they describe as "a completely new and revolutionary range of electrical oral care products", developed in conjunction with Oral B.

The Braun/Oral B plaque remover (D5) has a round brush head which oscillates back and forth 2,800 times a minute. The clean action is optimised by the cup-shaped arrangement of the Oral B bristles, says the company. Longer bristles fit around the teeth removing plaque along the gum line and in between the teeth. The shorter bristles clean the tooth surface.

The D5 (£54.95) has a removable switch for easy cleaning, a hygienic storage container holding up to four brush heads and a built-in two minute indicator. *Braun (UK) Ltd. Tel: 0932 785611.*

## Aromatherapy from Plenty of Scents

Plenty of Scents have launched a range of aromatherapy products called Yesteryears.

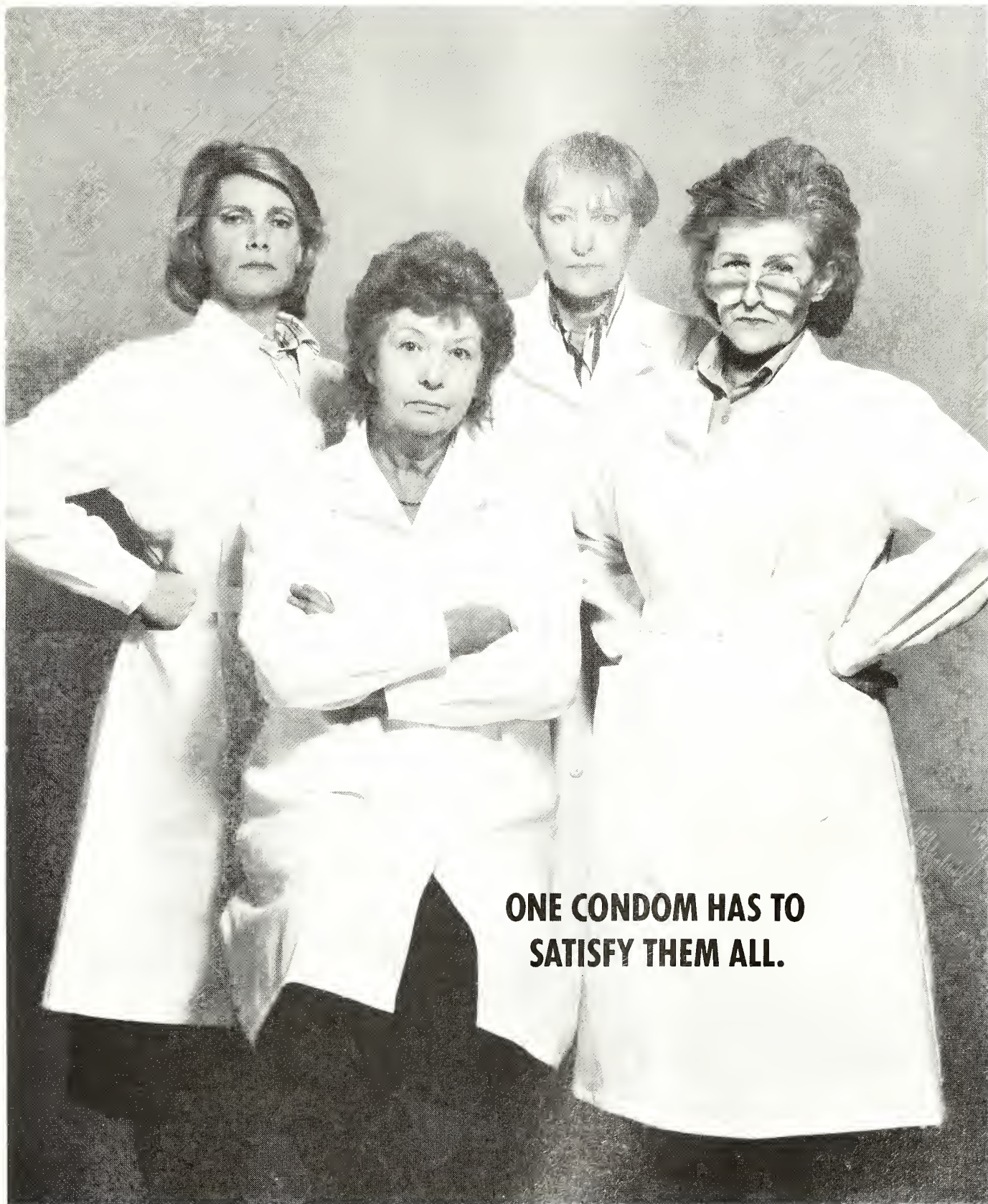
It comprises 12 basic essential oils, including bergamot, patchouli, eucalyptus and peppermint, in 9ml bottles (£2.99 to £6.95). These are complemented by two forms of carrier oil, sweet almond and grapeseed, used to dilute the concentrated essential oils to a gentle massage form.

The Yesteryears range is available on a free merchandise unit contain six bottles of each product, and nine bottles of carrier oil, along with customer literature explaining the products and their uses. *Plenty of Scents. Tel: 0905 57477.*

## Givenchy for Mother's Day

With Mother's Day in mind Givenchy are offering the 50ml Ysatis eau de toilette natural spray with a free 40g Ysatis talc. Both are presented in a coffret box retailing for £29.75. *Parfums Givenchy Ltd. Tel: 0932 245111.*





## ONE CONDOM HAS TO SATISFY THEM ALL.

As quality controllers for Mates, being satisfied with a condom is all part of the job.

Doreen, on the far left, is a tensile tester. This involves stretching condoms on a rock-like machine. In order to find out how strong they are, she goes to great lengths. Five feet or more, usually.

Ann, to Doreen's right, fills condoms up with water, before rolling them on absorbent paper to check for holes.

We're proud to say she's never yet blotted her copy book.

Other quality controllers complete all the standard tests required by the British Standards Institute. Judy and Jane, however, perform tests above and beyond our call of duty to the BSI.

To check for signs of stress Jane, on Ann's right, air inflates Mates until they burst. Don't be concerned, the inevitable only happens after they expand to

around 4 ft. Next to her stands the electrifying Judy, who passes a current through every condom. If they are able to withstand 1000 volts, they are acceptable.

Finally, they're ready for a coat of lubricant containing the spermicide Nonoxynol 9.

If Mates condoms survive all this, Doreen, Ann, Jane and Judy will at last be satisfied. And so should your customers.



**MATES MAKE SENSE.**



**The story of Efamol evening primrose oil is one of the most exciting in the history of nutrition and natural medicines. The discovery that essential fatty acids are vital to many functions of the human body has led to the development of an oil which not only helps sufferers of a range of conditions, but can also benefit healthy people as a food supplement**

# The name you can trust — Efamol

Strictly speaking the evening primrose is not a primrose at all but is related to the rose bay willow herb family. It acquired its name because its bright yellow flowers resemble the colour of real primroses and because its flowers open in the evening.

American Indians were the first to realise the medicinal properties of the evening primrose plant. They used the plant and oil from the seeds for skin problems and asthma, brewed a cough mixture from the roots and soaked the whole plant to use as a poultice to heal bruises.

The evening primrose plant is now found all over the world. It arrived in Britain during the last century, and interestingly is located in abundance around Liverpool, the reason being that when the cargo ships arrived carrying cotton, the soil ballasts used to balance the ships on their voyage, were dumped around the port areas. The stray seeds carried over in the soil ballasts subsequently took root and flourished.

## Efamol Ltd set up

Efamol Ltd grew out of work performed at the University of Montreal by Dr David Horrobin while working as Professor of Medicine. He was particularly interested in the anti-inflammatory prostaglandin  $E_1$ . He established that administration of its precursor, gamma linolenic acid (GLA), which is found in its most biologically active form in evening primrose oil, improved a number of conditions especially atopic eczema. In order to pursue his investigation, Dr Horrobin needed sufficient quantities of this oil with a reproducible quality and quantity of GLA. Thus Efamol Ltd was set up in 1978 to secure a source for the supply of evening primrose oil from the seeds for medical research and commercial purposes. In addition the Efamol Research Institute was founded in Canada to further research the role of essential fatty acids in human health.

## The plant research

The evening primrose plant in its wild state cannot be relied upon for quantity or consistent quality of oil from its seeds. Therefore plant genetics' specialists at Efamol set up an extensive programme of plant improvement, and succeeded in breeding plants offering the optimum seed and oil yield containing a consistent percentage of GLA content. Not



surprisingly, Efamol has the largest gene pool of evening primrose plants and, with the development of satisfactory varieties. Efamol became the first company to be granted a "Plant breeders' rights certificate" for a commercial variety of the evening primrose plant. Five varieties now have certificates which are the plant equivalent of patents in the UK.

The seed is grown by skilled seed growers in both the northern and southern hemispheres which ensure a continual supply of the oil all the year round. Unlike many other evening primrose oil producers, Efamol uses pure unrefined oil with no additives, colouring or preservatives and is rich in GLA — in other words the oil is maintained in the same state as found in the seeds. Five thousand seeds are required to yield just one 500mg capsule of Efamol evening primrose oil.

Research has indicated other sources of GLA, notably blackcurrant oil, borage oil and fungal oil, but these have been found to have limited biological activity. It is not unusual to see other manufacturers' products combining borage oil with evening primrose oil to enrich the GLA content. However borage oil also contains a small amount of erucic acid which, at high concentrations, is considered to be cardiotoxic. The form in which GLA is found in Efamol evening primrose oil is similar to that found in breast milk and, therefore, it is present in its most life compatible form.

## The Efamol range

Normally the body processes its GLA from linoleic acid introduced through a well balanced diet. If such a diet is lacking, or



any other inhibiting factors exist, GLA can be taken in supplement form. For example, conversion to GLA is inhibited by alcohol, foods high in saturated fats and cholesterol. Metabolic factors such as atopy, diabetes, viral infections, ageing and hormone changes can also partially block the process.

Efamol have built up a formidable reputation for their clinical research. The company has, for instance, conclusive safety data backed up by over one million patient years of usage with no reported adverse reactions. Many of Efamol's research trials focus on conditions where deficiencies of GLA and its metabolites exist to see if its application via evening primrose oil can have a beneficial effect.

Eczema is one such condition where evening primrose oil has shown real beneficial effects and is now available on



### Skin care range

In addition to dietary supplements, a range of Efamolia evening primrose oil skin care products has been formulated by Efamol. Efamolia enriched night cream, the premium product in the range, contains the oil from 12,500 of the tiny seeds together with vitamin A to maintain skin growth and repair and vitamin E for its protective action. Suitable for normal and dry skins, the range also includes Moisture Cream which is a light cream, excellent as a make up base and Skin Lotion for all-over body use with UVA/UVB filters to protect against the sun.

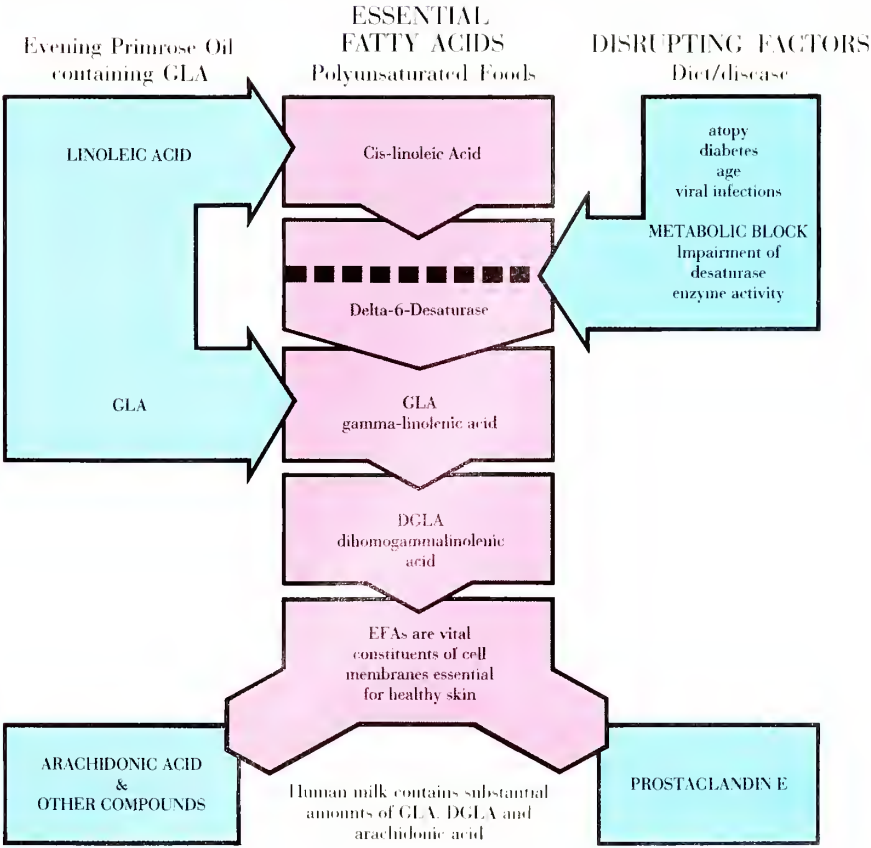
### The name you can trust

Few other companies marketing nutritional supplements have made the massive financial commitment, not only to ensure the safety of their products, but also to prove the efficacy in such a variety of recognised clinical conditions.

prescription as Epogam and Epogam Paediatric for children. Recently Efamast, another prescription product was launched for the treatment of benign mastalgia or breast pain.

The vast majority of studies on evening primrose oil so far have been on Efamol as a nutritional supplement. Of the 30 medical schools in Britain, 26 are researching its effects in nutrition. It is now accepted that Efamol can be a valuable addition to the diet because research has shown that a Western diet high in saturated fats can reduce the ability of the body to use essential fatty acids.

One of the greatest successes is its use as a pre-menstrual food supplement. Apart from the Efamol 500mg capsules normally taken for this purpose, Efamol introduced the Efamol PMP (premenstrual pack) which provides the extra vitamins and zinc known to complement the beneficial action of Efamol evening primrose oil. Another product, Efamol Plus, offers 250mg evening primrose oil, 200mg safflower oil and 50mg linseed oil and is recommended for healthy adults on strict diets of reduced fat intakes. Most of the recent clinical work has centred on Efamol Marine which combines 430mg evening primrose oil with 107mg marine fish oil which is known to be useful in maintaining joint mobility. The two constituents appear to act synergistically producing a more effective dietary supplement.







Michelle Donnelly of Newtown Pharmacy, Carlisle receiving the first prize of £500 House of Fraser vouchers watched by pharmacist Mr. P. Coyle and Smithkline Beecham sales staff John Barker (left) and John Kirk. Michelle won the prize in a Summer display competition, run by Smithkline Beecham Health Care UK

Seven Seas are providing colour-coded, bookmark-size cards which tabulate various health conditions and appropriate forms of cod liver oil. The cards display the Seven Seas range, and have information on pure cod liver oil on the reverse side. They are being delivered to suppliers by the Seven Seas sales force, and

support other 1991 promotional efforts, including a national Spring television campaign, giant packs of the high strength and one-a-day capsules (*Chemist & Druggist* February 9), show cards, and a pharmacy assistant's competition planned for March. *Seven Seas Health Care Ltd.* Tel: 0482 75234.

### ON TV NEXT WEEK

GTV Grampian  
B Border  
BSB British Sky  
Broadcasting  
C Central  
CTV Channel Islands  
LWT London Weekend

C4 Channel 4  
U Ulster  
G Granada  
A Anglia  
TSW South West  
TTV Thames Television

TV-am Breakfast Television  
STV Scotland (central)  
Y Yorkshire  
HTV Wales & West  
TVS South  
TT Tyne Tees

Benylin:	GTV, U, STV, BTV, G, TT
Benylin Day & Night:	A, HTV, TSW, TVS, LWT & TTV
Finesse:	C, G, STV, HTV, TVS
Gillette Sensor:	All areas
Hofels Garlic Perles:	Y, A
Impulse:	All areas except LWT, TVS & TV-am
Inoven:	All areas except U
Just for Men:	All areas except TV-am
Lanacane Cream:	STV, HTV, C4
Libra Bodyform:	All areas except CTV, LWT, TTV & C4
Mucron:	All areas
Otrivine:	All areas
Panadol Extra:	All areas
Pearl Drops:	LWT & U
Ricola lozenges & Pearls:	TV-am
Sensodyne toothpaste:	GTV, G, C4
Seven Seas Berries:	All areas
Silvikrin haircare:	All areas
Slim Fast:	C4 & TV-am
Timotei shampoo:	All areas except CTV, TVS & TV-am
Veno's:	All areas

## Animal offers from Hoechst

Hoechst Animal Health have a special offer on their worm treatment Panacur which lasts until national pet week in May.

There is a 5 per cent discount on Panacur outers. Prices are £22.51 for the dog treatment (12 boxes) and £12.89 for the cat treatment (12 boxes).

Hoechst have also produced a leaflet on toxocara, (roundworm in dogs and cats) for distribution via pharmacies. The leaflet suggests various ways to reduce the risks to children of toxocariasis. Customers who buy Hoechst's Panacur wormer can send for a free colour poster of a puppy and kitten. Leaflets are available from *Toxocara leaflet*, PO Box 216, Aylesbury, Bucks HP20 1DD. *Hoechst Animal Health*. Tel: 0908 665050.

## Flower power

Woods of Windsor have repackaged two of their ranges, traditional pot-pourri and cinnamon and orange pot-pourri, in floral prints.

The redesigned ranges are available in seven product categories: perfumed drawer liners (£5.95), wardrobe sachets (£3.50), perfumed paper sachets (£1.25), refresher oils (£3.25), room fragrance sprays (£3.95) and luxury boxes of pot-pourri (£6.25). *Woods of Windsor Ltd.* Tel: 0753 855777.

## Sticker points to Taba gum

With National No Smoking Day less than a month away, Pierre Fabre have produced a window sticker to advertise the availability of their Taba gum chewing gum.



Pierre Fabre say Taba gum, the tobacco aroma of which is said to give the same taste sensation as smoking, does not contain nicotine or sugar, but is enriched with vitamin C.

Also coinciding with NNSD will be a sampling of target groups.

A merchandiser holds 16 mild tobacco flavour and eight mild tobacco with menthol flavour (all 20 £1.85). *Pierre Fabre Ltd.* Tel: 0865 742525.

A product information leaflet is now available for the Cupanol range of children's analgesics, high-lighting the brand's sugar-free, animal fat-free, and alcohol-free formulation. The leaflet, available direct from Cupal, is translated into Hindi, Gujarati and Urdu, as the absence of animal fats and alcohol will be of interest to the Asian community, say *Cupal Ltd.* Tel: 0254 580321.

### BRIEFS

**Unichem and Kendall Healthcare** are offering pharmacists a fortnight's holiday for two in the Algarve as part of their promotion for Lastosheer compression hosiery. To enter pharmacists must place orders before March 31. The draw will be made on April 19. *Unichem plc.* Tel: 081-391 2323.

**Milupa** are offering a series of promotions on their baby foods and drinks. Consumers are offered a 50p saving when they buy any three of their infant foods. A saving of 20p can be made on purchases of their 200g packs of baby drinks. The two promotions run from February until April. *Milupa Ltd.* Tel: 081-573 9966

**Numark** have a number of products on special offer throughout March. They include Natrel Plus and Sure deodorants, Cow & Gate meals, Dimension shampoo, Dixcel tissues, Durex and Elastoplast. Kodak will be offering a film merchandiser to

pharmacists with a weekend break offer. Also on offer are Vidal Sassoon's Wash & Go, Ponds creams and Johnson's baby powders. *Numark.* Tel: 0827 69269.

A 360ml size of **Solar Saline** aerosol resp £2.99, is to be introduced on March 1, say *Ciba Vision.* Tel: 0489 785399.

**Challs UK** have launched two cleaning products for sinks and drains under the Dyno-Rod brand name. Sink Fresh, said to contain powerful bactericides, is designed for regular use down sink, bath and waste disposal outlets to keep them germ free and clean smelling (£2.29 375g). Drain Fresh liquid (£2.29 500ml) is for outside drains and helps to break down grease, grime and scale build-up, say Challs.

The products will be supported with a national television advertising campaign. *Challs UK Ltd.* Tel: 081-332 0459.



# THE MILLION POUND DRIVE.



(It'll put the other brands in the rough).

Faldo's back. Putting Bic Razors upfront, in a major national TV campaign that breaks on March 4th.

There's £1,000,000 of TV airtime going behind the Bic brand, with 10 and 30 second commercials featuring Nick Faldo on network ITV and Channel 4. And that's just the start of a championship performance for Bic Razor in 1991.

When Faldo tees off, you cash in. And how's that going to make the other brands feel?

In the words of the commercial, rough, rough, rough...



A Champion Partnership



Biro Bic Ltd, Whitby Avenue, London NW10 7SG. Telephone 081-965 4060.



# With us on your side, your business will always be on the map.

At Medicopharma, our objective is simple.

As your dedicated local wholesaler, we are the people best-placed to help you build your business by answering your everyday needs.

We do not own any retail pharmacies or operate any franchise agreements because we are dedicated wholesalers.

We are developing our wholesale distribution network and services to meet your individual business ambitions.

Recently Pharmaceuticals International has joined our expanding group further to improve the services we offer to all retail pharmacies.

In short, our aim is to help you succeed in your own individual way, not just ours.

To find out how we can help you, simply call any of our General Managers on the numbers shown opposite.

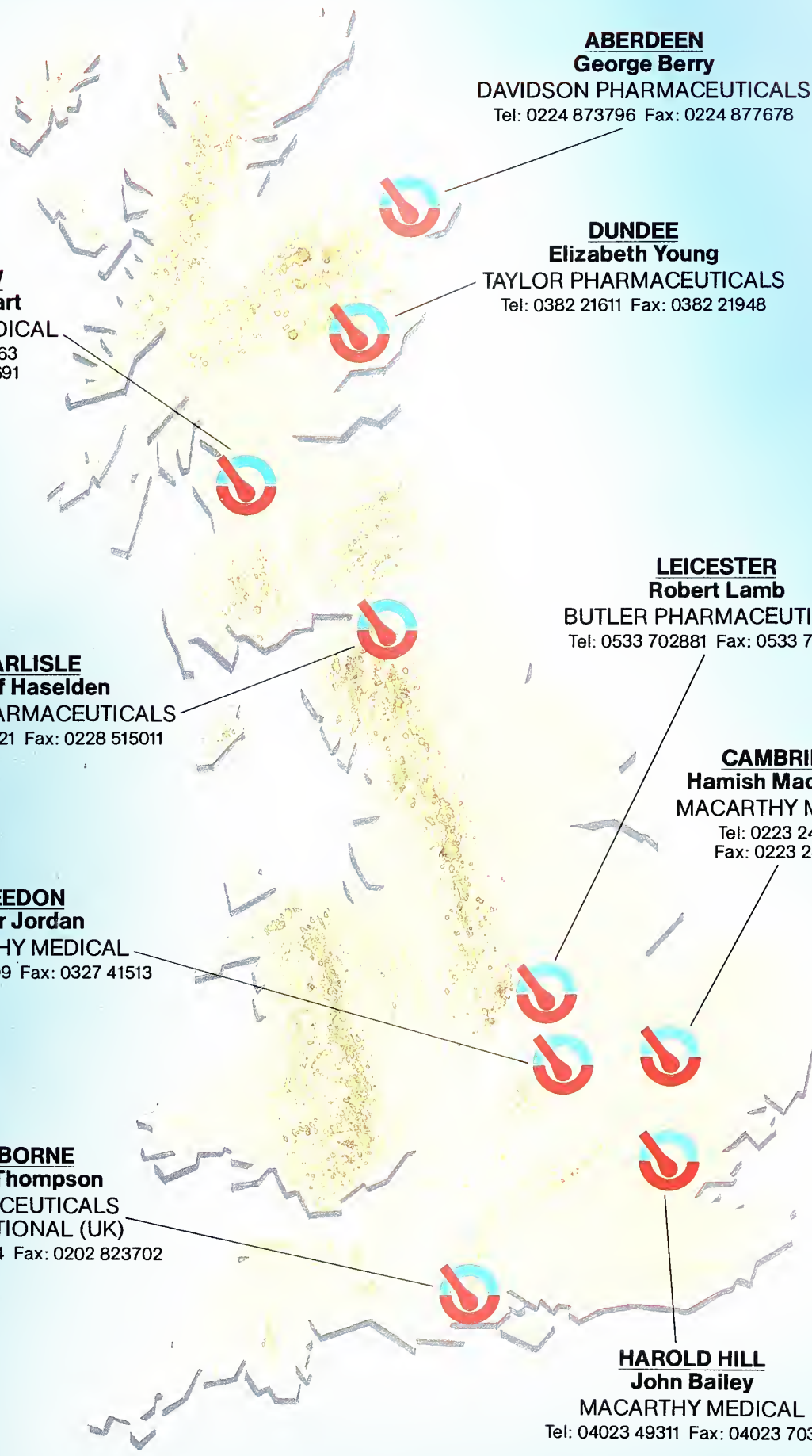
They'll make sure your business stays on the map.



**MEDICOPHARMA UK**  
**DEDICATED WHOLESALERS**

Head Office: John Herbert, Group Sales & Marketing Executive  
219B North Street, Romford RM1 4JQ Tel: 0708 740020 Fax: 0708 731166

**NUMARK**  
CHEMIST



**ABERDEEN**

**George Berry**

**DAVIDSON PHARMACEUTICALS**

Tel: 0224 873796 Fax: 0224 877678

**DUNDEE**

**Elizabeth Young**

**TAYLOR PHARMACEUTICALS**

Tel: 0382 21611 Fax: 0382 21948

**GLASGOW**

**Charles Stuart**

**ACARTHY MEDICAL**

Tel: 041-336 5363

Fax: 041-336 8691

**CARLISLE**

**Geoff Haselden**

**RIDLEY PHARMACEUTICALS**

Tel: 0228 24121 Fax: 0228 515011

**LEICESTER**

**Robert Lamb**

**BUTLER PHARMACEUTICALS**

Tel: 0533 702881 Fax: 0533 706960

**CAMBRIDGE**

**Hamish MacDonald**

**MACARTHY MEDICAL**

Tel: 0223 241115

Fax: 0223 247967

**WEEDON**

**Peter Jordan**

**MACARTHY MEDICAL**

Tel: 0327 42299 Fax: 0327 41513

**WIMBORNE**

**Barrie Thompson**

**PHARMACEUTICALS**

**INTERNATIONAL (UK)**

Tel: 0202 826644 Fax: 0202 823702

**HAROLD HILL**

**John Bailey**

**MACARTHY MEDICAL**

Tel: 04023 49311 Fax: 04023 70353



# TODAY'S ANSWER TO PAIN



**AVAILABLE ONLY FROM PHARMACIES.**

TM denotes trademark.



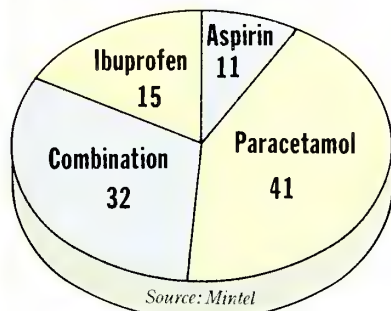
# Profit from pain

**OTC oral analgesics are anything but a headache for community pharmacists, who take the lion's share in this market, now estimated by Mintel to be worth over £140 million. Currently the largest OTC sector, growth during the past few years has been just ahead of inflation, and Mintel predict this year's sales will reach £150m**

The analgesics market has been almost static in volume terms during the last five years, with value growth mainly the result of new, premium priced, stronger products. This trend in Pharmacy analgesics looks set to continue — good news for pharmacists!

The increased stress of modern living, the ageing population, and the Government's move towards more cost-efficient prescribing all influence analgesic sales.

**OTC analgesic sector shares (% value) through retail pharmacies, 1990**



Paracetamol and ibuprofen sectors are growing in value at the expense of aspirin, with paracetamol sales still the major sector. However, paracetamol is under increased threat from ibuprofen, which has already overtaken aspirin in value shares (though not volume) through retail pharmacies (see diagram).

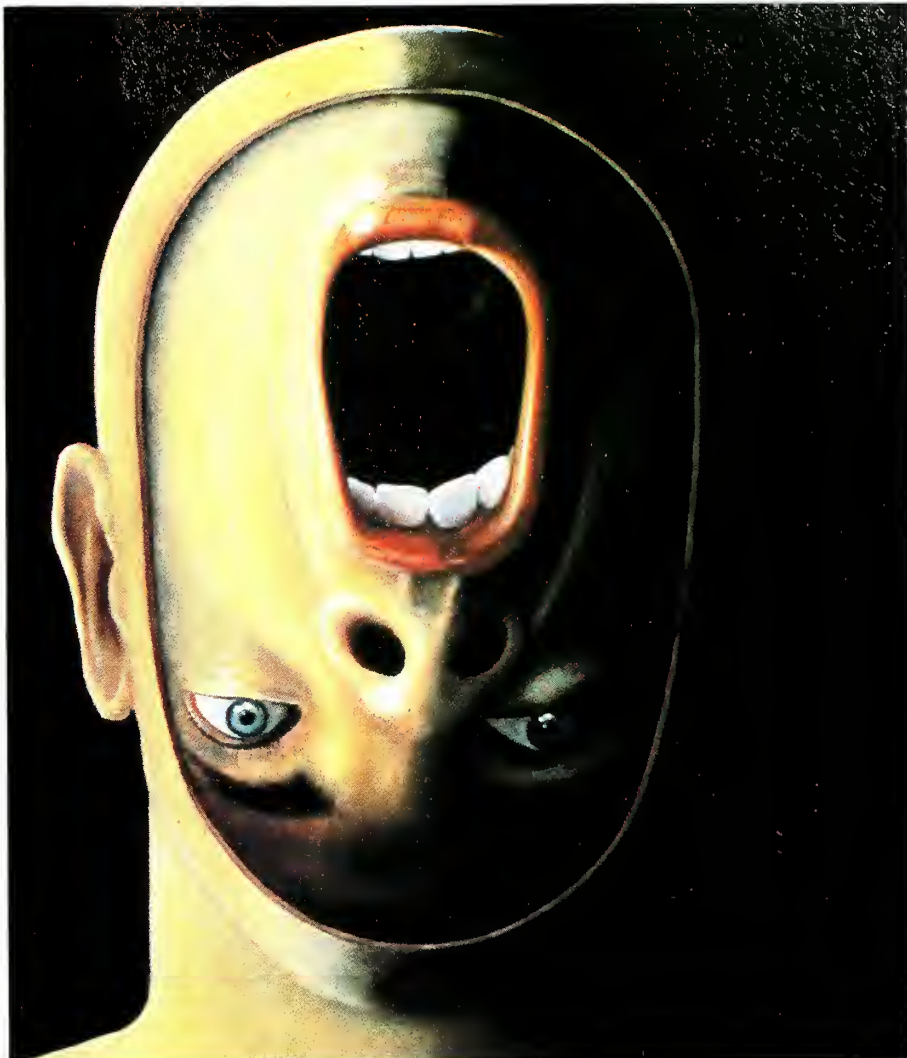
## Clear solutions

There has been a clear shift towards soluble products in recent years, say Mintel, who predict that this will continue. Nicholas says that the soluble sector has grown 5.3 per cent year on year to 1990.

The market is currently split soluble 31.6 per cent; solid 68.4 per cent by value; and 21.1 per cent: 78.9 per cent by volume (moving annual total, MAT, Dec 90), say Reckitt & Colman, who claim that Disprin and Disprin Extra have a 10 per cent share of pharmacy's soluble market.

## Formulating the future

Mintel predict that the analgesics market will continue to grow in value at a level slightly above inflation. They anticipate strengthening of the pharmacy sector



through the continued trend towards stronger products, which will also mean little volume growth.

The market is predicted to polarise to

the brand leaders, with increased investment in key brands and with improved formulations as the competition becomes fiercer.

## Survival of the strongest

"Strong" analgesics certainly seem to be going from strength to strength, as the fastest growing sector of the analgesics market. They currently have a market share of around 23 per cent, according to Nicholas.

The trend towards these OTC strong products — defined as combination products and ibuprofen — seems here to stay.

Fisons Consumer Health believe that growth in the strong sector will continue over the next couple of years, due to both the ageing population and increased public awareness of strong products through intense promotion. They say that Paracodol is now firmly established as the Number Three "strong" analgesic behind Nurofen and Solpadeine, having been increasing its market shares in both value and volume since last June. Sterling Health predict

strong growth for Panadol and Solpadeine: "Solpadeine continues to surge ahead, growing by 26 per cent over the last year."

## "I don't care as long as it works"

"There are no such things as ibuprofen, aspirin and paracetamol," says Roy Simpson, marketing manager for Ciba Consumer Pharmaceuticals, referring to the low consumer knowledge of ingredients. Ciba believe that success in convincing the consumer of the power and effectiveness of your brand is the key. Nielsen data also shows that the analgesics market appears to be driven by product benefits and advertising rather than ingredients.

Most agree that it is analgesic brands that stick in the mind.

# The grocery sales threat

Analgesic sales through drugstores have shown signs of peaking, according to Mintel. They predict that grocery share of GSL and own label will at best become static, while further strengthening of the pharmacy sector is expected. Growth through drugstores and other such outlets has not kept pace with total analgesic market growth, say Mintel, because these outlets can only sell GSL products, which do not command a price premium.

Nielsen data also shows grocery sterling shares to have decreased over the last four years (see graph below).

Janssen say that their latest data on analgesic performance through various outlets shows a 13 per cent growth in pharmacy versus a 10 per cent growth in groceries, with a 7 per cent decline through drug stores.

Yet Smithkline Beecham say grocery sales of analgesics rose from 36.5 per cent in 1988 to 37.4 per cent in 1989, although last year's value was 37.3 per cent. They attribute growth to increased self selection, reduced medicine wariness, increased availability, and the overall exploitation of

GSL lines by food outlets.

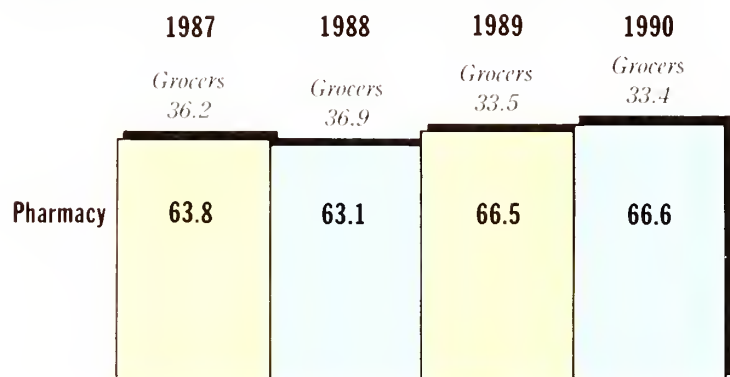
Reckitt & Colman say that the market for analgesics in grocery is over half that in pharmacy (MAT Dec 90), with values of £35.5m and £61.4m respectively. The Disprin family, including Extra and Solmin, has a 3.3 per cent market share in pharmacy and a 9 per cent grocery share.

## "Extra"

Recently, several "stronger" GSL analgesics have emerged, notably Anadin Extra and Panadol Extra. Sterling Health say that sales of GSL extra-strength analgesics totalled £10.7m in 1989, and climbed by 24 per cent in 1990. They say that Panadol Extra, said to be the only major extra strength paracetamol available in both grocery and pharmacy outlets, has achieved a grocery share of 31 per cent in the first year of launch. Do these products pose a significant threat to pharmacy sales?

Sterling Health say they are committed to pharmacy, and that the aim of introducing such GSL products is to compete with a trend that is already there. Panadol Extra is now available in 48s for Pharmacy sale.

Sterling Share of Trade — Adult & Junior Analgesics (MAT's to December)



Source: Nielsen



Panadol Extra-backed by a £2.5m television and poster campaign this year

# Ibuprofen — here to stay

Ibuprofen's significant growth looks set to continue, with its emergence as the next generation analgesic — and pharmacists reaping the rewards of its P status.

Market activity over the last year has focused on ibuprofen, which has achieved a cash share of 15 per cent through pharmacies, according to Mintel.

Smithkline Beecham, who do not currently have an ibuprofen product, comment that ibuprofen's future seems relatively secure. Manufacturers agree that last year's health scare, following an American study that showed that it could cause kidney problems in some patients, had little effect on sales.

Nurofen now claims to be the "Number One" analgesic brand. Brand shares in independent pharmacies show Nurofen and Nurofen Soluble with a share of 14.9 per cent by value and 6.6 per cent by volume, say Crookes. They say that the introduction of Nurofen Soluble brought ibuprofen to the one in four who prefer not to take tablets. "We are satisfied with the steady increase in Nurofen Soluble's market share. After only one burst of TV advertising, it has achieved a 2.3 per cent share of the soluble sector," says Alison Williamson, Nurofen's senior product manager.

## Latest entrants

Prior to Inoven's nationwide launch last August, Janssen believed there was a niche in the market for consumer choice, as there was not an obvious "Number Two" ibuprofen product available. They say that Inoven now accounts for 9 per cent of the ibuprofen market, and is said to be the tenth fastest selling pharmacy analgesic brand. Colin Mackenzie of Janssen says: "Six months into the national launch campaign on Inoven, we are extremely pleased with its progress. Latest market analysis shows the brand holding its 1.4 per cent cash share, with an 11 per cent unit growth."

Cupal say that Cuprofen has increased volume sales steadily since 1987, and they predict the market share of branded ibuprofen to continue to increase throughout the '90s. Sales of 36s and 96s are particularly buoyant, they say.

Anadin Ibuprofen is currently on test in Yorkshire, and Whitehall are "very pleased" with the way that sales are moving. They would not comment on whether it will be launched nationally.

Own label ibuprofen products also appear to be doing well: "Our year on year sales of ibuprofen have increased by an enormous 30 per cent, almost double the growth of paracetamol at 16 per cent," say Unichem.

## Future innovations?

Boots introduced Junifen (POM) last year (see children's section, p255), and Proflex cream is another POM ibuprofen formulation.

The future looks rosy for ibuprofen, with future possibilities including ibuprofen combinations and novel formulations. These may well extend into other areas, for example, cold treatment.



# Would you recommend a No.2 painkiller to your No.1 customer?



Numerous clinical studies have settled the issue:

Nurofen is one of the most effective analgesics you can recommend for pain. Even your own.

Nurofen (ibuprofen) is more effective than aspirin or paracetamol in relieving headaches, dental pain, period pain, flu symptoms, — in short, most common indications. And, unlike paracetamol and codeine, Nurofen is anti-inflammatory.

This efficacy is accompanied by an equally good safety record. In overdose, Nurofen is safer than either aspirin or paracetamol and has been shown in clinical trials to have a better tolerability profile than aspirin in normal doses.

Also, Nurofen is rapidly excreted and is less likely than aspirin to have an adverse effect on the gastrointestinal tract.

So it's no wonder that Nurofen, supported by a £5 million TV campaign, appeals to more and more people. We hope you recommend it. Because, when you really compare Nurofen to any other analgesic, we think you will come to the inevitable conclusion. There's no comparison.



## We invite comparison



## WE'RE FLEXING OUR MUSCLES

- The Radian-B range is the fastest growing topical analgesic brand.
- With a heavyweight National Press campaign, Regional TV and PR, we're tuning up to reach No. 1.
- Radian-B Spirit Liniment now has the unique strength of unbreakable plastic packs.
- Unique formula Radian-B Mineral Bath Salts and Liquid are an exercise in success, bathing away aches and pains, and enhancing the rest of the range.
- Stock up with the full force of Radian-B. Together we make a mighty team.

 **Radian-B**  
■ RADIATES RELIEF



# Targeting the pain

The analgesics market is split almost 90:10 between general and indication-specific brands, say Ciba.

Smithkline Beecham consider that pain specific products are possibly too narrowly defined. "The heaviest volume users suffer from a portfolio of pains and they will buy according to how bad the pain is, not according to the nature of the pain," they say.

Sterling Health also go with the philosophy "a pill for every ill".

"The market still favours the all-round analgesic over products tailored for specific indications," says Alison Williamson, senior product manager for Nurofen. "In particular, Nurofen is benefitting from this preference, and inevitably the pharmacist benefits from the P status of ibuprofen."

Janssen also say that the trend towards all purpose analgesic was a contributing factor in Inoven's success.

However, even many general analgesics in the strong sector seem to be directing their advertising towards niche markets rather than general aches and pains.

For example, advertising for Solpadeine focused on flu and colds over the Winter, and it was also advertised for dental pain. Four booklets from Nurofen covering period pain, sports injuries, back pain and migraine are available through the Nurofen advisory service.

## Indications

Mintel believe that consumers will increasingly move towards more indication-specific brands. What do manufacturers of these products believe?

Although Ciba say that for most people and most needs, a general purpose analgesic is fine, they believe there is a place for indication-specific brands.

Continuous, nagging back pain is one such indication where a specifically formulated product has enormous appeal, they say. Proflex Sustained Relief capsules, for up to 12 hours pain relief are unique in the OTC market, say Ciba, and the company therefore sees a lot more potential for the capsules than the tablets. "They use well established technology — pellets — and a well established drug," says marketing manager Roy Simpson.

Although Nicholas are currently reviewing the Contrapain range and are not actively promoting Femafen, they say products used for period pain relief are worth £11.2m. They claim Feminax to be the brand leader, with an 88.5 per cent market share. Meanwhile, Ciba's Librofem is said to be showing growth of 10-15 per cent.

Migraine affects 10 per cent of the UK population, say Nicholas, who value migraine relief products at £1.5m. They say that Migraclear is the only specific soluble OTC migraine reliever. Migravele is claimed to be the leading migraine treatment, with a 4.9 per cent share of the total analgesics market, say Charwell Pharmaceuticals. It is now available in 48s.

Bayer say that Alka Seltzer, containing aspirin, has a 34 per cent share of its market

sector — remedies for treating headache with upset stomach. Nevertheless, the product enjoys a broad usage platform, including relief of general aches and pains, they say.

The sinus pain market is a broadly defined area, encompassing cold treatment. Ciba's Mucron and Warner Lambert's Sinutab are the main brands, both competing

fiercely for market leadership.

One last point — consumers might buy a general analgesic for specific indications, but would they use a specific analgesic for general indications? Mr Simpson says: "If someone has a twinge, they'll take whatever's in the medicine cabinet. But if it's for 'X', then they'll only take it for 'X'."

## Children's analgesics grow

Sales of children's analgesics have risen by 250 per cent since 1987 to be worth an estimated £10m in 1990, say Mintel. Sterling Health, however, now value this market at £16m, and say that the increasing birth rate and the trend towards self selection are favourable market factors. Nielsen figures show 17 per cent MAT year on year growth 1989-90.

However, sales of children's analgesics are a grey area to define, because prescription sales account for a large amount, says Louise Bishop, product manager for Reckitt & Colman, who value the market at £10m (msp).

Products for children's minor ailments tend to be liquid or soluble fruity paracetamol formulations. According to Mintel, liquids account for around three quarters of children's sales.

Wellcome's Calpol range is said to dominate the children's sector, with a 74.9 per cent sterling share and 71.3 per cent volume share. Their infant suspension is market leader, with an almost 40 per cent market share. Wellcome were granted a licence last October for the use of a 2.5ml dose of Calpol in infants under three months for the treatment of post-vaccination pyrexia. Packaging stating this has been approved and is expected to be introduced shortly.

Panpharma, manufacturers of Medised which contains promethazine and paracetamol, say they now have the second highest volume of sales in the OTC children's liquid analgesic market, with an 8 per cent volume market share — second only to the Calpol range. "We sold one and a half million spoonfuls more than the Number One last year," says product manager Sally Hamer.

Sterling Health's Panadol Baby & Infant was reformulated and had a change of pack last year.

## Over sixes

Sterling Health have just repackaged Panadol Junior sachets, and are anticipating increased sales in the junior section of the children's market, which they estimate at £3m, with 17 per cent year on year growth.

Calpol's Six Plus claims to be market leader, while Cupanol say that Over Six, launched January 1990, claimed a 32 per cent share of the 250mg/5ml paracetamol market in the first month. Panaleve has been reformulated and will be relaunched by Pinewood Laboratories this year. A

250mg/5ml formulation has been added to the range — this will be aimed at the over sixes and also at adults "who find themselves with an upset stomach after taking certain medications", say Pinewood.

## Sugar — free success

Sugar-free brands are enjoying sweet success, with many manufacturers having changed to these formulations — for example Calpol (regular and sugar-free formulations) Panaleve, Disprol, Panadol and Cupanol.

Calpol Sugar Free claims to be market leader in this sector, although it is not as popular as the sugar-containing formulation. Last year's data shows that it had an 18.5 per cent of the total volume market, less than half that of the regular formulation.

Nick Duffy, marketing manager for Cupal, says that the sugar-free trend has certainly helped Cupanol's sales. Referring to sugar-free formulations, he says: "We think it's a good idea and we think the mums do, too."

## The ibuprofen factor?

Is ibuprofen likely to feature prominently in the children's analgesic sector in the future?

Boots' Junifen ibuprofen paediatric suspension was launched last April, but is currently only available as a POM. A Boots spokesman said that growth is very encouraging.

Ibuprofen has three main advantages over paracetamol in juvenile pyrexia, say Boots. It is claimed to produce both faster and greater temperature reduction than paracetamol, with longer lasting effects. These claims were substantiated at a symposium last year, sponsored by Boots.

Ibuprofen liquid came tops in a study comparing its relative efficacy and toxicity in children with paracetamol elixir. It was concluded that ibuprofen is an effective antipyretic for eight hours after either a single dose or after multiple doses given every six hours. The authors also believed ibuprofen to be safer than paracetamol in overdose. Nevertheless, it may be associated with more acute toxicity, especially gastro intestinal, and can induce significant renal toxicity in patients with renal dysfunction, say the authors. However, another study commented that in practice, the risk of renal failure had not been a problem.

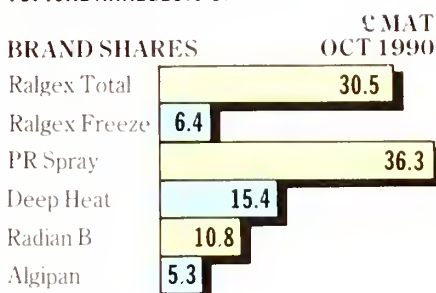


# New and topical

This market sector favours two distinct types of user — the old, aches and pains sufferer and the younger sports enthusiast. Increased sports participation and the ageing profile of the UK population favour the market.

Smithkline Beecham value the topical analgesics market at £14.3m, and expect sales to reach £15.7m this year. They say the market is split 65 per cent creams and rubs, and 35 per cent sprays. Sales appear to be defined by product type rather than usage. However, Mentholatum estimate that around 80 per cent of their sales are for general aches and pains, and 20 per cent for sports use. Smithkline Beecham say that 55 per cent of sales are to the over 55s.

## TOPICAL ANALGESIC SPRAYS



Source: Smithkline Beecham

Mentholatum believe the market is dominated (70 per cent) by the rubs sector, of which they claim to have a 35 per cent share. Fisons say that older people and those suffering from chronic pain tend to prefer liniments which are non-greasy and are gentle to apply. But they say that heat sprays are the main growth area.

## Sprays soar

Manufacturers agree that it is the growth of sprays that has been the most significant trend in recent years.

Fisons Consumer Health say that in the year to August 1990, the topical analgesic market through chemists grew by 0.5 per cent. However, Crookes say that the spray market is increasing steadily by about 1 per cent year on year, reflecting the increased demand, and is now worth £2.3m, with 11.8 cans a month sold from pharmacies. (Nov-Dec 1990). They say that PR spray is the market leader in topical analgesic sprays, having shown a consistent increase of about 1 per cent every two months since November 1989, with a current market share of over 39 per cent. Second in the spray market is Ralgex, then Mentholatum, they say (see graph above).

## Cold sensation

Mentholatum believe it is the acceptance of cold treatments which has been the principle factor in the growth of sprays. They believe the market to be split equally between hot and cold sprays.

These cold sprays have, however, come under close scrutiny recently, because of the CFC propellants traditionally used to produce the cold sensation.

Smithkline Beecham relaunched Ralgex

Freeze spray last July, as the first CFC-free freeze spray, containing methoxymethane and isopentane to provide the skin cooling effect. The formula also contains glycol monosalicylate, which is said to give a long lasting analgesic action, unique to freeze sprays.

Mentholatum's answer to an ozone-friendly freeze product is Deep Freeze gel, launched last year, which, they say, is non-greasy and easy to use.

**FOR FAST RELIEF from muscular ACHES & PAINS**

- LUMBAGO
- STRAINS
- JOINT PAINS
- SPRAINS

**SALONPAS**  
IN EASY TO USE EXTERNAL PAIN RELIEVING PATCHES

New to the UK is Salonpas, described as an adhesive pain relieving patch, impregnated with anti-inflammatory and analgesic agents, to be directly applied to the painful area. The product is currently available in sample size only, and will be relaunched with new packaging in around six months, say Salonpas UK. Meanwhile a poster campaign is planned (shown above)



Tiger Balm has recently been blister packed, and a liquid version was also launched last year. Tiger Balm are currently conducting research into the efficacy of the product as an insect repellent and to relieve itchy insect bites



Hot and cold Ralgex

## Hotting up

Fisons Consumer Health say that heat sprays are the main growth area. They claim that Radian B is firmly established as the "Number Two" brand in the topical analgesic market through chemists, and that their challenge for the top slot position is hotting up.

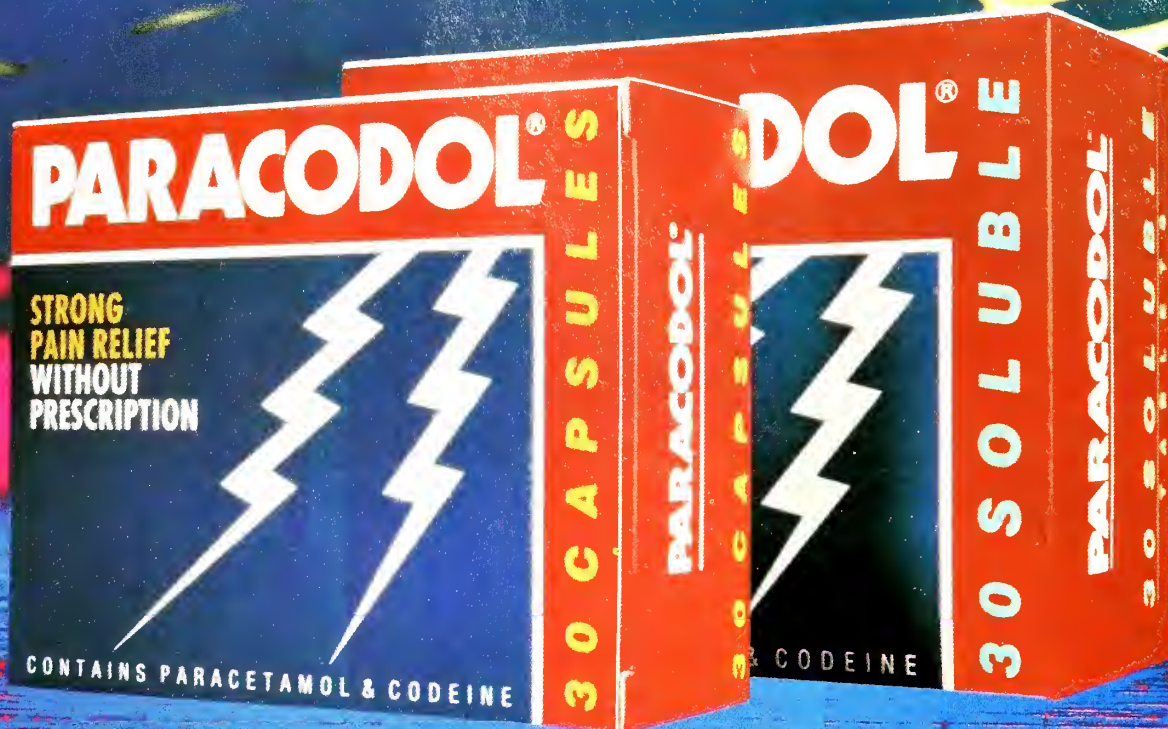
They say Radian B was the fastest growing topical analgesic brand in the year to August 1990, with 7 per cent growth. Their product uses atmospheric nitrogen as a propellant within a double chamber system. When the contents have been used, the non-flammable propellant is returned harmlessly to the atmosphere, say Fisons Consumer Health, who say they have only ever had an ozone friendly spray.

Radian B mineral bath was introduced in 1989 and is recommended for use with the other products or alone. It is recommended for display with bath products as well as with topical analgesics.

Meanwhile, Crookes say that PR heat spray, launched last September, has added a further 1.3 per cent to the brand.



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Paracodol's strength against pain and strength of promotion offers you stronger sales. Recommend Paracodol to build even better business.

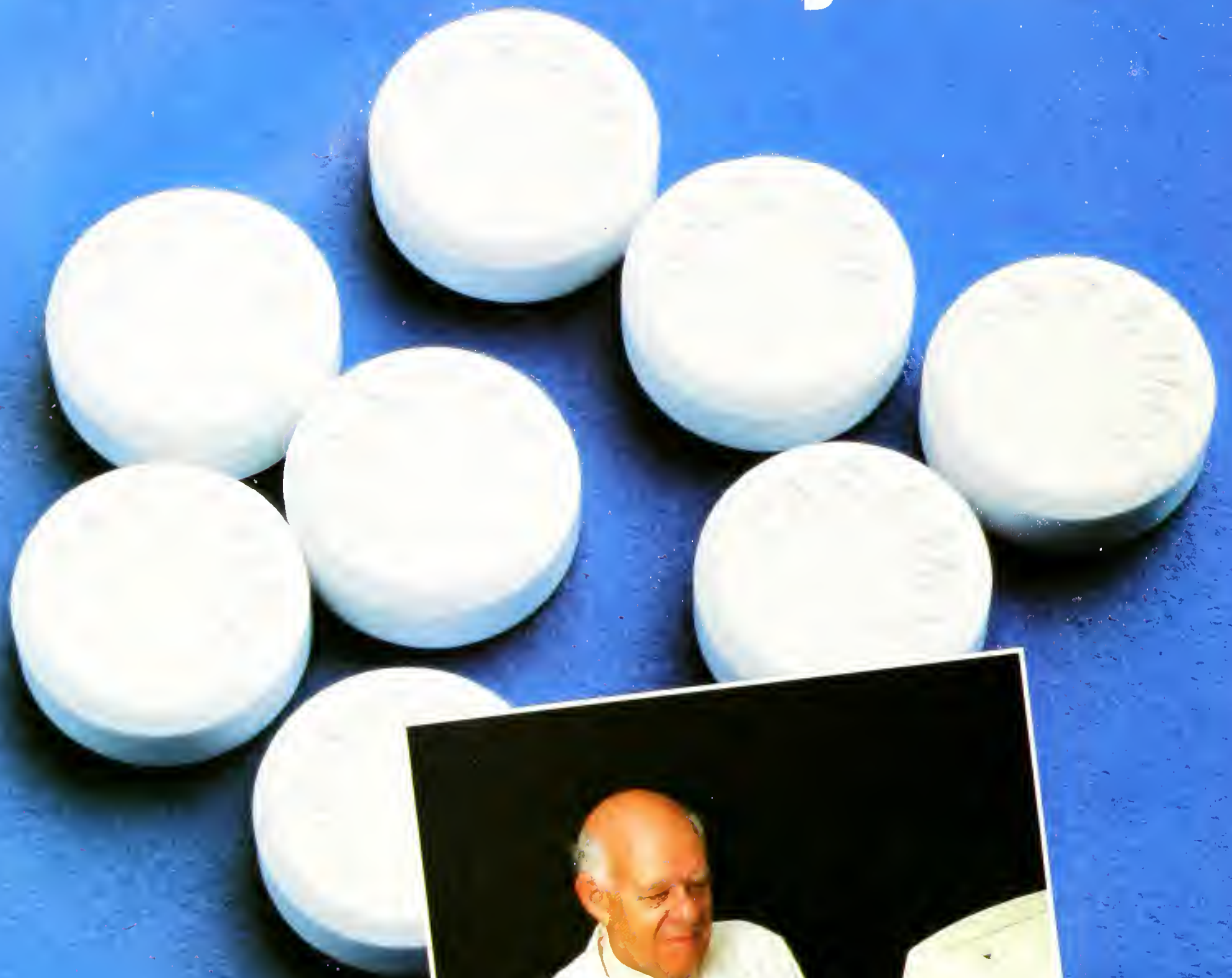
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# "Slave to pain"

Whether or not pain itself is a "good" or "bad" thing is open to debate. The acute pain produced by injury or trauma could be described as "good" because it is acting as a warning to the body to stop doing whatever is causing the pain.

It is well documented that people born with congenital analgesia, i.e. the inability to feel pain, suffer many injuries as well as pathological changes in their joints due to putting stress on them. Other pain can be out of proportion to the injury inflicted, e.g. trigeminal neuralgia.

However, "bad" pain, or pain without injury, may not obviously have a purpose, e.g. phantom pain from a limb which no longer exists, or tension headache where there is no damage and no known explanation of the origin of the pain. Indeed, chronic pain such as that endured by rheumatoid arthritis sufferers can be detrimental to the well-being of these patients for no biologically useful purpose.

Historically, pain has been the subject of debate since pre-history. Early man was able to understand pain caused by direct injury, but was puzzled by that caused by disease. Many theories have been proposed over the centuries since then, until by the end of the 19th century there were three main, but conflicting ones, each trying to explain the concepts of pain.

## "Painful" theories

The "Specificity" theory claimed that there were specific sense organs adapted to carry painful stimuli to pain centres in the brain. This theory only works for acute pain, the more chronic pains cannot always be explained in this way.

The "Pattern" or "Intensive" theory claimed that there were no specific sensory organs, but that each nerve ending was capable of transmitting pain if the stimulus was great enough.

The most current theory was first proposed in 1965 by Melzack and Wall and is called the "Gate" theory. This essentially claims that painful impulses travel via small diameter, peripheral, unmyelinated, nerve fibres (afferents), C, to the substantia gelatinosa in the brain via the spinal cord, whereas thicker myelinated afferents, A, carry other sensations such as pressure.

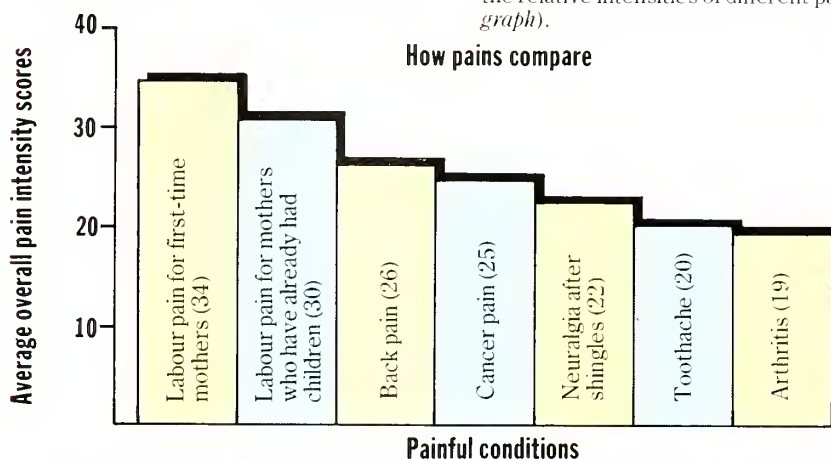
Stimuli from the latter are able to travel faster, and so pain felt depends on the ability of these signals to block the painful ones travelling more slowly down the smaller afferents.

This theory has since been modified and extended by its originators, incorporating further research which has shown, for example, that some of the inhibitory effects in the transmission are post-synaptic, and the full role of the small C afferents is still open to speculation.

Acute and chronic pain almost certainly use different pathways, and even for acute pain, the pain mechanisms will vary from the immediate, sharp pain that arises at the time of the injury, to the more aching pain that follows, which can last for hours or weeks. It is probable that the slower, C nerve fibres change the organization of the stimuli from

**"Pain is whatever the experiencing person says it is, existing where ever they say it does." This phrase, first coined by an American nurse specializing in pain relief in the '70s, is now commonly accepted by most practitioners as the maxim by which pain should be assessed. However, pain is probably one of the most challenging problems in medicine today, and its origins, assessment, and treatment are complex.**

**Elizabeth McManus, MRPharmS, a member of one of the first acute pain teams in a district general hospital, explains this mystifying subject**



*Average total 'pain rating index' (PRI) scores for labour and other painful conditions. These were obtained by Prof Melzack and others using the McGill Questionnaire.*

the acute state to one where the pain is maintained by a central mechanism. An illustration of this in action can be seen in the act of rubbing the site of a painful stimulus to alleviate the initial sharp pain. The rubbing action will stimulate more A fibres, which in turn will partially block the slower C fibres.

These theories go some way to explain the ascending pathway of pain stimulus, however they are all mainly physiological in nature and do not explain the enormous variations in the perception of pain amongst individuals. It was not until the '70s that it was possible to envisage descending pathways with the discovery of endorphins and enkephalins, which are capable of modulating pain impulses by inhibiting onward transmission of stimuli.

## Pain assessment

Because of the great variation in the perception of pain, it can be quite difficult assessing the amount of pain that each individual is experiencing. Very often external factors will affect perception, for example the personality of the person concerned, as well as the attitudes of others.

Several systems for assessment are in current use, the most simple of which is the visual analogue scale. The patient marks the rule with their perception of the pain, graded from no pain at all, to the worst possible pain. This can be useful in recording changes in one individual's pain from day to day, but is not accurate in comparing pain between individuals.

A more effective way for this is to use the McGill pain questionnaire, which was devised by Professor Melzack in the '70s. Here, there are 20 groups of between 3 and 6 words describing pain, out of which the patient has to choose only those words which describe their feelings and sensations at the time, e.g. sharp, cutting, lacerating. This produces two major indices — pain rating index (PRI) and present pain intensity (PPI). This questionnaire has proved to be a valid and reliable measurement of pain. Interestingly, it seems that each kind of pain is characterized by a distinct collection of words, and so it can provide an insight into the relative intensities of different pains (see graph).

## Relief!

Traditionally, the relief of pain by health professionals has centred on pharmacological means, but there are many therapeutic interventions which can be used, including acupuncture, electrical stimulation therapy and hypnosis.

The attitude of the patient to the method of treatment may depend on their cultural background, social status, and age, and the use of placebo can be effective.

Even the use of drugs is not straightforward — not all pain is treated with "analgesics", for instance the use of nitrates in acute angina. Treatment can be relief or prophylaxis, for example the use of allopurinol in gout, or antacids in peptic ulceration.

Today every patient can expect the right to freedom from pain to the extent of medical and pharmaceutical knowledge, and it is important to realise that because pain itself is complex, and not a simple activation of a single specific system, treatment for an individual patient may need to be a combination of therapies and approaches to bring that patient back to normality.



Fierce market activity has occurred over recent years, as manufacturers compete for market shares with new product launches, line extensions, and hefty advertisement spending.

Mintel believe television to be the preferred medium for the brand leaders, accounting for around three quarters of total media expenditure on analgesics.

However, emphasis on educational material is a major feature of this year's promotions, alongside vibrant, eye catching display material...



Nicholas are targeting the Feminax core market of teenagers with a hip bag offer running until June. An educational campaign will also run in teen magazines until April.



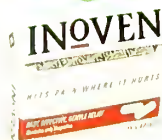
Wellcome are currently supporting Calpol with a £600,000 consumer advertisement campaign running until March. New POS material, plus child growth record cards, are available from sales reps. A pharmacy assistant's competition will also be running until February 22.



Nurofen will receive advertising support totalling £6m this year. Following a recent burst of television advertising, Crookes have an additional £2m showing for Nurofen Soluble planned for April through May. The "Driving Ahead 1991" promotion, running until March, offers pharmacists who display Nurofen (with the POS material shown above) the chance to win a silver Ford Escort 1.4LX, and one of 40 CD players, along with discounts and free stock incentives.

## ANALGESICS

# TODAY'S ANSWER TO PAIN



AVAILABLE ONLY FROM PHARMACIES

This fluorescent poster, part of this year's Inoven advertisement campaign, will be placed at 3,400 key sites nationwide, supplemented by larger versions at 200 London underground sites. A new television advert (running for 6 weeks from 28th January) will feature the woodpecker and butterfly, and below-the-line support will include the Inoven Operation Butterfly conservation campaign say Janssen.

## PR SPRAY STOPS AN ACHES BECOMING A PAIN.



FOR FAST RELIEF OF EVERYDAY MUSCULAR PAIN.

A second major poster advertising campaign is currently running for PR heat spray, with over 3,000 poster sites. Promotions for the PR brand will differentiate between the heat and freeze sprays, and will include national advertisements, a year round PR campaign targeting key recommenders and physiotherapists, and tailored sales promotions.



Whitehall Laboratories have spent £600,000 on six weeks nationwide television advertising for Anadin Paracetamol, featuring this commercial. The advertising ends this month.



Nicholas are offering consumers a first aid kit for £5.99 on purchase of Aspirin Clear 18s and 30s, and Paraclear 16s until the end of the year. For every kit sold, Nicholas will donate £0.50 to the RNLI.

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Ciba will be spending £250,000 this year on promoting Proflex and Librofem. Promotions are aimed at working with the pharmacist to develop display and recommendation. Ciba are currently offering pharmacists who recommend Proflex the chance to win one of 25 day trips for two on the Venice Simplon Orient Express.



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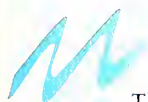
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Tried and trusted Dentinox. It's taken us 25 years to earn our reputation. Just think what our reputation can earn you.



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# Practice research: key to the future?

About 150 delegates braved snow storms to attend the "Action in practice research" conference held by the Department of Health and the Royal Pharmaceutical Society in London last week

Pharmacy practice has steadily emerged as a discipline over the past three decades, born out of the realisation that pharmacists should be trained in the sociological, behavioural and managerial sciences, as well as in science and technology. That was the view of Professor Geoffrey Booth, holder of the first chair in Pharmacy Practice at Bradford University.

Milestones in the development of pharmacy practice research were: the introduction of a Pharmacy Practice research session at the British Pharmaceutical Conference; establishment of the College of Pharmacy Practice; findings of the Nuffield Inquiry and the Government response to Nuffield. "The Nuffield Report established in one short sentence the authenticity of practice research," said Professor Booth, while the White Paper Promoting Better Health, recognised that funding to "pump-prime" research would stimulate effort. Lack of time for community pharmacist to carry out research remains a problem, he added: "The message must be conveyed that funding would buy time in terms of locum tenens."

Funding was available from bodies including the Society, the Medical Research Council and the Department of Health. In future, greater interest should be devoted to non-clinical issues such as patient compliance, the identification of adverse drug reactions and measuring and monitoring the effectiveness of the service pharmacy purports to offer, said Professor Booth.

Dr Sue Ambler, a pharmaceutical officer at the Department of Health, outlined the aims of the Enterprise scheme



Professor Geoff Booth

launched last year: "The aim is to create a pool of expertise within the profession capable of undertaking high quality, rigorous and innovative research."

In response to the White Paper Promoting Better Health the intention was to fund an integrated programme of commissioned projects which would examine pharmacy practice in the primary sector. Areas that needed to be considered included how advisory and information services could best be provided in pharmacies, and the effect on the changing role of pharmacists on training needs. Some proposals were submitted, but only two were considered suitable.

Said Dr Ambler: "We were very disappointed that we couldn't carry forward our initial aims. We realised that there was a lack of appreciation of the research methods needed. Proposals were too open and did not define what they were going to do". To encourage people "to get the right skills in the shortest time

space", the Department decided to introduce sponsorship for pharmacists who wanted to undertake full- or part-time courses. As well as studentships, project development grants are offered. Some of the proposals received recently would have benefited from expert advice, at an early stage, she said. "We are looking at ways to provide that kind of support."

As a user of research, the Department has invested heavily in training to underpin the development of the discipline. "We are interested in the quality but have to be very strict in the rigour and applicability of methods used," she added.

## Team effort

The multi-disciplinary nature of practice research was emphasised throughout the conference. The potential contribution of disciplines such as pharmacoepidemiology and health psychology were discussed. Dr Martin McKee of the London School of Hygiene and Tropical Medicine, outlined the concept of health services research which draws from a wide base.

Aimed at improving services, activities could be divided into: description, measurement and modelling, evaluation and change. There were many areas in which pharmacists could be involved, for instance in smoking cessation clinics or care of the mentally ill.

The profession's changing role would inevitably extend and formalise the extent to which pharmacists make clinical decisions, he predicted. "The response to rising health care costs will ensure that activities which are ineffective or

inappropriate are discontinued or not started in the first place. Pharmacists are going to have to accept that if they wish to extend their activities they are going to have to be able to justify it."

Dr Christine Huttin showed how economic analysis could aid health care decision making. Pharmacists and the pharmaceutical industry were under increasing pressure to reduce costs. However a comparison of the cost of delivering pharmaceutical services in France, Germany, the UK and the US, showed that France and the UK had the lowest distribution costs. Dr Huttin, from University of Paris-X, Nanterre, also looked at negotiations for remuneration in France and the UK. Our strengths were a strong professional body, a diversification of chains and multiples, and having additional income outside the NHS, she said. Weaknesses were the lack of a coalition of interests and business orientation. In France the bargaining position is more diluted, said Dr Huttin.

A DoH-commissioned survey on consumer expectations of pharmacy services carried out by a team from Aston University, showed that the pharmacist has a clearly identified role as a member of the primary health care team.

Public expectation is largely contained by experience and in particular, a high user group which included asthmatics, diabetics, coeliacs and osteomists, did not perceive the pharmacist as a significant source of information. "They were often not thought to be sufficiently expert to deal with their queries," said Michael Jepson, from Aston's Pharmacy Practice Unit, "highlighting the need for continuing education to rectify the lack of knowledge".

The outlook is dry

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# Society seeks prison service meeting



The Royal Pharmaceutical Society's Council has decided to seek an urgent meeting with representatives of the prison service to discuss the plight of its pharmaceutical services.

At this month's meeting, Council also approved a proposed submission to the Home Office; the submission had been drafted by a working party set up to consider two reports on the prison pharmaceutical services. One had been produced by Colin Hitchings, a former member of Council, following a request to the Society from the prison service head pharmacist, Mr C.L. Spencer. It had concluded that the service was in a run-down state and in desperate need of rejuvenation. The other report had been produced by the prison service's efficiency scrutiny team. It has advocated contracting out of pharmaceutical services to health authorities, hospitals or community services pharmacists.

The working party's draft submission, which supported the retention and development of an in-house prison service, was approved by the Practice Committee, subject to minor amendment, and endorsed by the Council.

**Four-year degree course?** The Education Committee agreed that the Society should pursue the introduction of a four-year degree course for pharmacy throughout the UK. The committee discussed a draft document making the case for a four-year course. The document had been produced in consultation with the heads of two schools of pharmacy and had taken into account the views of all heads of schools on an earlier draft.

**"Co"-names confusion** Council agreed that the Society should contact bodies concerned with the computer generation of prescriptions, drawing attention to the problems that could arise from the increasing number of products with British approved names beginning "co-". The Science Committee considered a paper setting out suggestions for resolving such problems. The paper recommended: that there should be no change in the existing "co-names" because their use was well established; that no more "co-names" should be introduced because the prefix was becoming overused; that if more combinations were considered necessary, names should be sought which did not use "co-"; that for existing "co-names" the hyphen should be retained as a

distinctive element within the name; and that consideration should be given to presenting medicine names on computer screen listings to aid doctors in selecting the correct item.

Agreeing with the recommendations, the Committee recognised that it would not be practicable to change the system for existing "co-name" products and noted that the Society had already written to the BP Commission asking it not to introduce any new "co-names".

Council agreed that the office should write to the Computer Suppliers Association drawing attention to the desirability of grouping "co-names" together on computer screen lists as an aid to correct selection. Letters would also go to the joint computing group of the Royal College of General Practitioners and the General Medical Services Committee, and to the GP computer software suppliers association.

**Concern over US codes** Council agreed that the Society should express concern at a proposal of the United States Pharmacopeia that alphanumeric codes should be assigned to all US solid oral dose forms. A unilateral change in the coding system in the USA could cause considerable problems for European pharmacists through the introduction of duplicate codes. The committee felt that the matter should be considered in an international context, which might be achieved through the International Pharmaceutical Federation. Council agreed that a letter should be sent to the USP advising that the Society wished to comment on the proposal, and to the Medicines Control Agency advising it of the Society's concern that a multiplicity of coding systems might arise. Council also agreed that the Society should write to the British Generic Manufacturers Association and the standard formulary group of the Association of the British Pharmaceutical Industry to seek information on progress with the identification of oral solid dosage forms.

**Comments on Exmouth trial** Council approved comments to be made to the Department of Health on the report of the Exmouth care card trial. The Practice Committee's computer subcommittee commented on a number of the conclusions of the pharmacy evaluation report and expressed concern that the pharmacy department at Exmouth

General Hospital had not been involved in the trial. It was agreed that this omission should be rectified in any future study. There was considerable advantage in knowing what medication patients were taking before hospital admission.

The subcommittee agreed that it was vital for the Society as well as local pharmacists to be involved in planning future trials, and that if this had happened prior to the Exmouth trial a number of mistakes would have been avoided.

The subcommittee agreed that the matter should be considered in more detail and that Dr D.H. Maddock should prepare a comprehensive review of the Exmouth trial for the next meeting.

However, it was felt by Council that the Society's initial comments should be conveyed to the Department of Health as soon as possible so that they would be available when future trials were planned.

**Licence fees objection** It was agreed that the Society should object to the proposed further increases in licence fees for veterinary medicinal products. The Society would inform the Veterinary Medicines Directorate that the increases represented a disproportionately high cost on the manufacturer.

**Medicines disposal** Council approved a proposal that an urgent meeting be held with representatives of the Institute of Environmental Health Officers to discuss problems with the disposal of unwanted medicines.

**Rural dispensing** Council approved a proposal that representations be made both to the Secretary for Health and to the Review Body on doctors' and dentists' remuneration in response to the

comments on rural dispensing arrangements made in the latter's recent report. Council agreed to ask the Secretary to confirm that there would be no change to the Government's policy that dispensing should normally be carried out by pharmacists and that the Government's acceptance of the report's recommendations did not extend to any comments on dispensing arrangements.

**Sandwich courses** Council agreed that in its response to proposed amendments to EC education Directive it should argue for the retention of joint schemes involving industrial placements within sandwich course degree programmes.

**Education on drug abuse** The Education Committee agreed that further consideration should be given to the coverage of problem drug use both in undergraduate education and in preregistration experience.

**EC licensing** Council agreed that the Society should make an appropriate response to the European Community's final proposals for future licensing systems for medicinal products.

**Leaflet advertising** Council agreed that pharmacists inquiring about advertising in GPs practice leaflets should have their attention drawn to guidelines issued by the British Medical Association. The guidelines said that GP leaflets should avoid advertising relating to "other health care activities," including "pharmacist shops". It was not considered necessary to change the current Council policy that pharmacists could advertise in GP practice leaflets provided the material related only to professional services and complied with the relevant requirements of Paragraph 7 of the Code of Ethics.



# GET THE BEST FROM THE BEST EVER

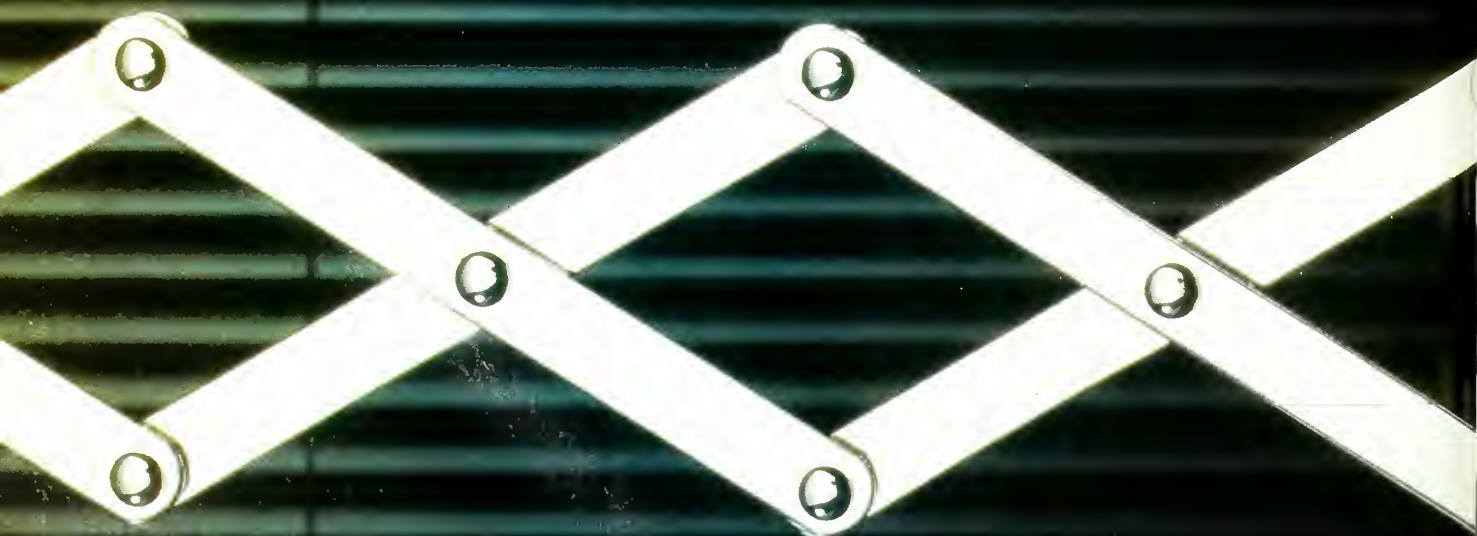
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# BUSINESS NEWS

## Intercare buoyant

Unaudited results from the healthcare group Intercare show turnover up by 477 per cent from £1.2 million to £6.8m. Pre-tax results moved from a deficit of £108,000 to a profit of some £504,000.

The company has been substantially restructured since the appointment of Peter Cowan as chairman in 1989 and the acquisition of the North West Ostomy Supplies and Impharm last year (profits include only five months of North West Ostomy supplies and two months of Impharm).

**Turnover up 477 per cent to £6.8m**

**Pre-tax profits up to £504,000**

**Earnings per share up 6p to 4.1p**

**Final dividend 1.25p**

Intercare now has three separate operating divisions — optical, dental and medical supplies — and has recently relocated to the NWOS premises at Walken, Manchester.

Despite these disruptions gearing has been halved from the 90 per cent of a year ago while earnings per share have jumped from a loss of 1.9p to plus 4.1p.

In his statement to shareholders chairman and chief executive Peter Cowan said the key had been the turn round of Pennine Optical from a loss maker to a profitable and expanding company.

Intercare have also recently bought A-Z Dental Holdings for £1,554,554 cash, though since the period covered by these results.

Mr Cowan told his shareholders: "The group now has clearly defined profit centres operating within the healthcare market. The foundations have been laid to develop into a major healthcare company."

**Robinson Healthcare** have implemented the first phase of plans to restructure their purchasing and stock control departments. Patricia Bellamy and Graham Congreve have been appointed as buyers.

## Lloyds pay £5.6m for Barley Chemists

Lloyds Chemists are buying the 19-strong pharmacy chain of Barley Chemists for shares valued at £5.6 million. In a separate move the company is also raising £4.4m with an underwritten share issue. The company now has 454 pharmacies and 172 drugstores.

Commenting on both the acquisition and the new funding, Lloyds chairman Allen Lloyd said: "This carefully targeted acquisition is expected to be earnings positive in the first twelve months. We have also taken this opportunity to strengthen our balance sheet."

To pay the agreed purchase value of £5,573,243 Lloyds are issuing 3,028,936 new ordinary shares; this is in addition to the share issue of 2,385,000 shares at 184p per share.

The vendor of the privately owned Barley Chemists, Philip Goodman, is said to be retiring. He is expected to sell the Lloyds shares he is accepting for his business at 184p per share, the same price as the rights issue placing.

Explaining the takeover Mr Lloyd told *C&D*: "We already cover the general area north west of London, but these new stores are in towns we are not yet trading in." The Barley chain's stores are located between north west London and Oxford, in Oxfordshire, Buckinghamshire, Bedfordshire, Hertfordshire, Middlesex and Surrey.

The Barley chain, which currently employs 125 full-time

and part-time staff, will trade as Lloyds Chemists. Mr Lloyd expects to have the new fascias up in four to six weeks time.

Mr Lloyd said: "There are no freeholds and we are not acquiring the warehouse, or taking on the warehouse or head office staff." They will be made redundant, although Mr Lloyd expects them to be "looked after" by Mr Goodman. He declined to put a number on the redundancies.

He said the Barley Chemists stores will be using Lloyds as their wholesaler now they are part of the group, but "we will need a national wholesaler to provide items we are not able to supply. Normally we use AAH for this, but I have an open mind." As Barley Chemists, the chain has used Macarthy Medical as its wholesaler.

For the year ended December 31 the audited accounts of Barley Chemists show a pre-tax profit of £43,000, but adjusting the figure for non-recurring directors' remuneration, warehousing and head office costs results in a pre-tax profit of £811,000.

The funds raised by the share issue will be used to develop and improve the stores and continue Lloyds refurbishment programme for existing stores. "The deal is earnings enhancing and will benefit shareholders, particularly in the next 12 months when we expect to make the stores earnings positive, but also in subsequent years under our management," said Mr Lloyd.

## AAH move to buy Staples

AAH are understood to be negotiating to buy the chain of 21 pharmacies owned by George Staples. The deal is expected to be completed in a couple of months.

George Staples (Stoke) Ltd is based at Stoke on Trent and is concentrated in the Staffordshire area.

In the past such purchases of chains by AAH have been for their franchise operations. Both AAH and George Staples (Stoke) Ltd refuse to comment on the deal at this stage.

## Business confidence declines

Smaller firms now face the weakest demand for their products and services since October 1980 following a sharp fall in domestic demand and a decline in the volume of new export orders.

Moreover price rises in home markets have virtually ground to a halt, implying the squeeze on smaller firms' profit margins is set to intensify over the coming months.

These are just two of the conclusions of the CBI's industrial trends survey of smaller manufacturing firms. Around two thirds of the 723 manufacturers surveyed said they were less confident about their business prospects than they were in October.

Smaller firms, defined for this survey as companies employing under 200 people, plan to cut the level of spending on innovation and training in 1991, while investment in plant and machinery looks set to fall even more sharply.

Smaller manufacturers are also reporting a very marked fall in employment.

## Manufacturer's licence suspension for Steinhard

The Generics manufacturer M. A. Steinhard have had their manufacturer's licence suspended by the Department of Health. The company is not trading until the position has been resolved.

"We are appealing against the

decision," managing director Arun Patel told *C&D*, "but we have not yet got a date for the hearing."

"We are letting our customers go elsewhere until the position has been resolved."



# IN THE CITY

Another bout of interest rate fever has broken out in stockmarkets worldwide. While interest rates edged up in Germany, the US Federal Reserve recently trimmed rates to combat the threat of a deepening recession. A similar move has yet to be seen at home, but with John Major coming under greater political pressure to ease the monetary squeeze share prices have seen a sharp uplift on hopes of an early cut in base rates.

Against this confused backdrop pharmaceutical stocks have continued to bask in warmth. The sector has comfortably outperformed the market since the beginning of the year largely because of its defensive qualities.

There has been little exciting news concerning the sector in the past few weeks. However, the launch of Smithkline Beecham's anti-depressant Seroxat has generated some interest in the stock.

Glaxo shares has also been in the limelight. The company is expected to launch Zofran on the US market on February 25 — three days before it announces first half results. The shares appear to have shrugged off the recent weakness in the dollar and are currently trading close to an all time high ahead of the previous peak seen before the stockmarket crash of 1987.

However, the company's interim results are unlikely to slow a strong advance in Sterling terms. Warburg Securities, the broker, is forecasting taxable profits of £590m for the first half against £585m last time. This estimate is at the top end of market forecasts which range between £560m to £595m. However, in local currency terms Glaxo's profits are expected to advance by about 10 per cent.

Shares in Wellcome have been moderately active following a series of institutional meetings held by the company in Scotland earlier this month. The market remains divided about the company's prospects, but the trip north helped the shares.

Meanwhile sentiment has turned bearish on AAH Holdings. Analysts believe the company's health care services division is facing difficult trading conditions. The problems stem from cutbacks in hospital spending as they come to the end of their financial years. In addition, spending has been curtailed by the partial closure of many hospitals awaiting the arrival of Gulf war casualties. Sales of OTC goods are also thought to have slowed down. As a result several City brokers have downgraded their profits estimates in recent weeks with Shearson Lehman cutting its 1991 earnings estimate from 32.2p to 29.8p.

## RPRs Eastbourne site for sale

Following the formation of Rhône-Poulenc Rorer last year the company is trying to find a buyer for the former Rorer site at Eastbourne and a raft of six products marketed under the Rorer name.

The Eastbourne unit comprises office, manufacturing, and distribution facilities while Algicon, Dioralyte, Myocrisin, Surmontil, Ubretid and Univer are the products linked to the sale. Rhône-Poulenc Rorer managing director Tim Allington says the preferred option is to dispose of the products and the site as a single lot. "This is the best way of handling the disposal in the interests of our business and the people we employ."

Other group products are

handled by separate divisions — RPR and May & Baker.

Following the merger, RPR's Dagenham site is concentrating on research on cardiovascular and allergy/asthma drugs with 12.5 per cent of the company's total sales going on research and development across the group.

The next drugs likely to come to the market in the short to medium term are the cardiovascular agents Nicorandil and Selectol (already marketed in Europe) and the anxiolytic Suriclone, and in the longer term the cytotoxic Taxotere, and Prinoxidan for cardiac insufficiency.

RPR 1990 world sales are expected to be more than \$3.5 billion.

### COMING EVENTS

## Anglia opera

Anglia Regional Committee is organising an evening at the opera.

Tickets (£25) are available from Kate Hollows, Blakedown, Woodhill Road, Sandon, Chelmsford. Further details from Shirley Ellis (tel: 0223 375207).

### Tuesday, February 19

**Barnet Branch, RPSGB.** Postgraduate Medical Centre, Edgware General Hospital, 7.30 for 8pm. "Competition is the name of the game" by Bernard Silverman.

**Hull Branch, RPSGB.** Postgraduate Medical Centre, Hull Royal Infirmary, 8.15 for 8.30pm. "Problems and possibilities in transdermal drug delivery" by Professor J. Hadgraft, Welsh School of Pharmacy.

**Lanarkshire Branch, RPSGB.** Old Mill Hotel, Motherwell at 8pm. "A contribution by pharmacists to the prevention of drug misuse" by Mrs D.K. Roberts.

**Leeds Branch, NPA.** The Mansion Hotel, Roundhay, Leeds at 8pm. "Training and the future" by Ailsa Benson, NPA head of training.

**Leicestershire Branch, RPSGB.** Postgraduate Medical Centre, Leicester Royal Infirmary at 7.30pm. "Skin 1991" by Dr Tony Burns.

Continued on February 26.

### Wednesday, February 20

**Cambridgeshire Branch, NPA.** The Bull Hotel, Westgate, Peterborough, 7.30 for 8pm. "Current pharmaceutical matters" by Mr T.P. Astill, director, NPA.

**Scottish Borders Branch, RPSGB.** Education Centre, Borders General Hospital, 7.30 for 8pm. "Anti-depressants and ECT in the treatment of depression" by Dr R. Guldberg.

### Thursday, February 21

**Banff, Moray and Nairn Branch, RPSGB.** Postgraduate Medical Centre, Raigmore Hospital, Inverness 7.45 for 8pm. "Prescription pricing and Tariff matters" by Mr Broddick. Joint meeting with the Northern Scottish Branch.

**Bedfordshire Branch, RPSGB.** Coach and Horses, Barton le Clay at 8pm. Speaker from the FHSA.

**Dundee Branch, RPSGB.** Lecture Theatre 2, Ninewells Medical School at 7.45pm. "Problems associated with the treatment of infertility" by Dr J. Mills.

**Weald of Kent Branch, RPSGB.** Postgraduate Medical Centre, Kent & Sussex Hospital, Tunbridge Wells, 7.45 for 8pm. "We've only just begun" by Professor Trevor Jones, Wellcome Research Labs.

### Friday, February 22

**Stirling Branch, RPSGB.** Annual dinner at The Leapark Hotel, Grangemouth.

## Ward leaves Nutricia

Richard Ward will be relinquishing the post of managing director of Nutricia Dietary Products on April 3. He intends to set up a management consultancy.

Following the acquisition by Nutricia of the GF Dietary and Welfare Food companies, Mr Ward had responsibility for integration. He has also been responsible for introducing Nutricia's gluten-free products to European markets.

An announcement will be made in due course concerning the appointment of a new md to continue the company's ethical policies, says Mr Pendle.

## Hotline for loans

A new telephone hotline giving instant decisions on unsecured finance applications up to £15,000 is now available to pharmacists.

Professional Advance Express Line has been developed by Pharmoney, the independent financial planning service for NPA members. PEAL offers finance through NWS Bank plc at a fixed APR of 22.9 per cent with a flexible repayment period of up to 10 years.

The hotline, 0244 329571, is open seven days a week between 8.30am to 8.30pm weekdays, 9am to 6pm Saturdays and 9.30am to 5.30pm Sundays.



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# ABOUT PEOPLE



At a recent sales conference two members of the Cox sales force retired — Stanton Williams (left) and John Scaden (right). They are pictured receiving retirement gifts to mark their departure, after a combined service of over 30 years, from Peter Marley, national sales manager, who congratulated them on their work over the years



Numark chemist assistant Julie Vallance, who works for Mr and Mrs Arthur Canning in Coalville, Leicestershire and Mr Samat, a Numark pharmacist in Leicester, each won a luxury trip to Paris, worth over £900 each, which was sponsored by Elida Gibbs. They are flanked by Elida Gibbs' Fred Wilding (left) and Chas Court (right)

## OBITUARY

**Ron Warrilow, aged 56, marketing director at Phillip Harris Medical Ltd, Managing director David Linney writes:** "Originally with Liga, then Robinsons and Vestric, Ron Warrilow joined Phillip Harris Medical 11 years ago as regional manager.

He became sales director in 1985 and marketing director in 1988.

"Professionally Ron Warrilow was an innovator who valued tradition. While dedicated and energetic himself, his management style was relaxed and human. His personal contribution to this company and our clients, as a modest man of great wit, wisdom and kindness cannot be quantified and will not be forgotten."

## 19th century smart card?

With many community pharmacies issuing patient registration and repeat prescription cards, pharmacists may be interested to learn that today's ideas are not new. Similar cards were in use in the last century.

Alex Findlay of Surgiscot Ltd in Kilmarnock sent *C&D* a repeat prescription ticket given to him by one of his customers. Apparently it had been discovered in a writing bureau that was being broken up. The 1.5in square piece of card

bears the number 15135 and is dated March 12, 1846!

The ticket was issued by a W. Mackenzie MD, surgeon and oculist of Hutcheson Street, Glasgow. The surgery hours were given as "10 forenoon and 3 afternoon" and the patient was told to bring the ticket with them each time they called.

The patient is also advised that: "A renewal of the medicines may be had, by sending this ticket". Perhaps an early prototype of the smart card?

## APPOINTMENTS

### Davies moves up at Bath

Professor David Davies, for the past 18 months head of the School of Pharmacology at the University of Bath, has been promoted to a Personal Chair in the school.

Professor Davies' research interests relate to the effect of radiation on cellular integrity and improving drug delivery to specific sites. Pharmaceutical companies have contributed some £750,000 to the University to support research work.

During his tenure as head of the school, Barry Potter has been appointed professor of pharmaceutical chemistry and John Westwick as professor of pharmacology.

**Kodak professional photography division** have appointed Brian Sanderson to the new posts of sales operations manager and regional manager, central region. He will be replaced as regional sales manager for the southern region by Cliff Tobin.

The new northern region sales manager is Steve Firman.

**Thompson Medical Co Ltd** have appointed Dawn Petch as regional account manager (north), responsible for Slim Fast, Aqua Ban, Catarrh-ex, Bran Slim and Coda-med.

**Warner-Lambert** have appointed Alan Walker as president of the UK and Ireland region. He joined their prescription pharmaceutical division Parke-Davis in 1973 and has held a variety of international marketing, strategic planning and general management positions. Most recently he was general manager of their pharmaceutical and confectionery businesses in Belgium.

**AAH Pharmaceuticals Ltd** have appointed Neil Dainty as general manager for their northern region. He is responsible for the 16 AAH branches in the region, which covers Nottingham to Aberdeen.

Mr Dainty has been with AAH for over 17 years, during which he has held the position of branch manager at the Bristol, Enfield, Nottingham branches, while for the last five years he has been in charge at Reading.

**Waverley Pharmaceutical**, a leading blow-fill-seal manufacturing and packaging company, have appointed David Wilson as technical director to head up the firm's new development section. He was previously operations director.

**Syntex Pharmaceuticals:** Following the recent retirement of Mike Elgin, Dr Graham Davison has been promoted to UK operations director.

**The Fuji Photo Film UK** managing director Shozo Takekoshi has been appointed associate director of Fuji Photo Film Japan.



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OVER THE

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A CHEMIST &amp; DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS

VOLUME 3 NUMBER 25 JANUARY/FEBRUARY 1991

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Cover: Timotei skincare for the essential beauty regime

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## FOCUS ON ALTERNATIVE REMEDIES

Where do alternative remedies fit into the health picture? *Over the Counter* looks at the principles behind the medicines and the role of the pharmacy assistant in sales



"CAN YOU MAKE ME UP SOMETHING FOR DANDRUFF?"

# Homoeopathy — what is it?

Homoeopathy was developed by eighteenth century physician Samuel Hahnemann, using the age-old principle of treating like with like. The homoeopaths belief is that symptoms of illness are the outward signs of the body fighting a complaint and that substances which provoke the same symptoms can, too, in small doses.

From this observation, Hahnemann established the three principles of homoeopathy: that a medicine which, in large doses, produces the symptoms of a disease will, in small doses, cure that disease; that extreme dilution removes all the poisonous or undesirable side-effects and at the same time makes the medicine more effective; and that homoeopathic medicines are prescribed individually, by studying the whole person, according to basic temperament and responses. Flowing out of this is the idea that

the more a substance is diluted — Hahnemann called it potentised — the more powerful, effective and quicker-acting it becomes.

In practical terms, homoeopathic remedies are made by a series of dilutions of an original mother tincture. Homoeopathic remedies made up for OTC sale will commonly be marked 6c or 30c. This refers to the number of dilutions and the ratio of ingredient to diluent. 6c means one part mother tincture has been diluted with 99 parts diluent, usually distilled water, and shaken to potentise it, and the process has been repeated six times. This "sixth potency" is the one generally suggested for the treatment of minor ailments. In the same way, a 3x remedy describes a one in ten dilution, performed three times. Tablets themselves are produced by adding the potentised mixture to a batch of plain lactose tablets and shaking.

Sceptics say the medicinal power of such remedies has been reduced to virtually nothing, but homoeopaths believe potentisation instills a subtle energy which enhances the body's natural ability to overcome illness.

Homoeopathic medicines are made from plants minerals and other substances. Many of the ingredients are actually poisonous in their natural state. Belladonna (deadly nightshade) would cause, among other things, a raging fever if eaten raw. Homoeopathically prepared Belladonna may be chosen to treat fevers (like with like).

In the same way, Rhus Tox (poison ivy) could provoke stiffness in the joints if you ate it from the garden. In homoeopathy, Rhus Tox is widely used to treat ailments such as arthritis and rheumatism.

Homoeopathic remedies are available in



many different forms — tablets and creams are the most common, but you may also find on the shelves of your pharmacy drops, tinctures, granules and sprays, among others.

Homoeopathy is recognised in the Medicines Act 1968 and remedies are available under the National Health Service. A list of homoeopathic doctors can be obtained from: The Homoeopathic Development Foundation, 1st Floor West, 9 Cavendish Square, London W1M 9DD.

### The assistant's role

Homoeopathy is being seen as an ideal form of medicine by people concerned with a "greener" lifestyle. Many people are now becoming reluctant to take powerful drugs to treat minor ailments.

Customers looking for an "alternative" form of medicine will need help and advice on homoeopathic remedies from someone who understands the subject.

Confusion can arise with customers who have read that homoeopathy treats the whole person and that character, colouring etc are all taken into account when deciding on a

medicine for a particular complaint.

A knowledgeable assistant will be able to reassure them by explaining that there are a number of "specific" remedies which can be taken for the kind of minor ailments we like to treat ourselves.

Assistants can underline the safety of homoeopathy; because the remedies are so much diluted, there is no risk of side effects. People who are allergic to lactose should, however, avoid taking homoeopathic medicines in tablet form as lactose is usually used as base.

Pharmacy assistants can be of great help in guiding customers through the sometimes offputting Latin names of many medicines and can show the wide range of products available.

Assistants can also help by making sure customers know how to take homoeopathic remedies properly. Tablets should not be handled, but should be tipped into the cap of the container and then into the mouth. They should be sucked or chewed and are best taken between meals, without food or drink. Dosage details are included on-pack.

*Thanks to Nelsons Homoeopathy for much of the information supplied for this article.*

# Herbal medicines — what are they?

Until the "pharmacological revolution" heralded by the discovery of penicillin, remedies derived from nature, were the only form of medicine available. The use of plants as medicines is common to all cultures, and many modern drugs are purified extracts of plant material.

Herbal remedies are made from plants. They can use the whole plant or just a part of it — leaves, roots and seeds are the most common. They can be taken dried, in teas or as liquid extracts or tablets.

The principle behind herbal remedies is that any symptom is caused by an imbalance in the body. Restoring the balance and harmony of the body brings back good health.

Herbal remedies are thought to act in a different way to modern drugs, with the mixture of active ingredients in a whole plant acting much more gently within the body than an isolated chemical constituent.

Scientists have been isolating the active ingredients in plant materials for almost 200 years, but it has only been in recent times that the effect of some of these ingredients on the body has been fully discovered.

Recent research has converted many "old wives" tale claims of herbal remedies into fact. Among the herbal remedies that have been the subject of in depth study are evening primrose oil (now licensed for use in eczema and breast tenderness and the subject of much research into the alleviation of the symptoms of pre-menstrual tension), liquorice (anti-ulcer), feverfew (migraine), garlic (high blood pressure, high cholesterol), and ginger (travel sickness).

### The assistant's role

From the point of view of the pharmacy assistant, the herbal remedies you are likely to come across will be well-known gentle

remedies for the treatment of minor ailments. Many of the products will indicate on pack the ailments they are designed to treat.

The boundary between herbal remedies and today's modern medicines is especially close in the OTC area. Karvol, Olbas Oil, Senokot (and many of the other laxatives) are some of the many examples of "herbal" OTCs. A closer look at your shelves will reveal many others, like Potter's balm of Gilead, and the same company's vegetable cough remover and stomach mixture, Weleda's cough elixir and sandthorn elixir, Lanes Naturest and Kalms, and Heath & Heather's rheumatic pain and water relief tablets.

Herbal medicines have received a big boost recently with the granting of full medicines licences to large numbers of herbal remedies. Customers may ask you about the Royal Pharmaceutical Society's warning about the dangers of food supplements. The products mentioned above have medicines licences; the Society was concerned about vitamins, minerals and herbal products which are classed as foods and so escape the rigours of the medicines legislation, provided they make no medical claims. The Society argued that such products might be thought of as safe in any dose because they were advertised as "natural", but suggested there are no grounds to exempt such remedies from the same scrutiny as other medicines.

So with customers also more likely to be looking for a "natural" alternative, you should familiarise with your stocks so that you are in a position to offer one when asked.

Assistants are well placed to remind customers that the gentle action of herbal remedies means they may take a little longer to achieve the desired effect, and that properly licensed medicines are generally a safe alternative in the treatment of minor ailments.

## Mineral tissue salt therapy

The theory behind homoeopathically prepared mineral salts, as developed by Dr W H Schuessler in 1873, is that the body is composed of 12 minerals salts which are responsible for the healthy functioning of the body's cells. When the balance of these salts is upset, illness set in. Restore the balance with the correct salts in homoeopathic dosage and the cells start to work properly again.

The mineral salts eg calcium fluoride, iron phosphate and sodium chloride are often known by their abbreviated Latin names eg Calc Fluor, Ferr Phos, Nat Mur, signifying they have been homoeopathically prepared.



For anyone wanting to try mineral salt tissue therapy for the first time, a range of balanced mixtures of up to four salts in combination are marketed by New Era — Combinations A to S — to treat a variety of common ailments. They are labelled with the condition they have been formulated to treat.

Single tissue salts are also available.

### The assistant's role

As with other homoeopathic treatment, mineral tissue salt tablets are not taken as your customers might expect. They are simply put inside the mouth or below the tongue and allowed to dissolve. They also contain lactose (see above). Again, the main role for assistants will be answering questions about these very different medicines using basic product knowledge.

### Further information

Companies like Nelsons (homoeopathy), Weleda (homoeopathy and herbal), Potter's (herbal), Lanes (herbal), Seven Seas (herbal), New Era (tissue salts) and Heath & Heather (herbal) all produce ranges of leaflets and product guides.

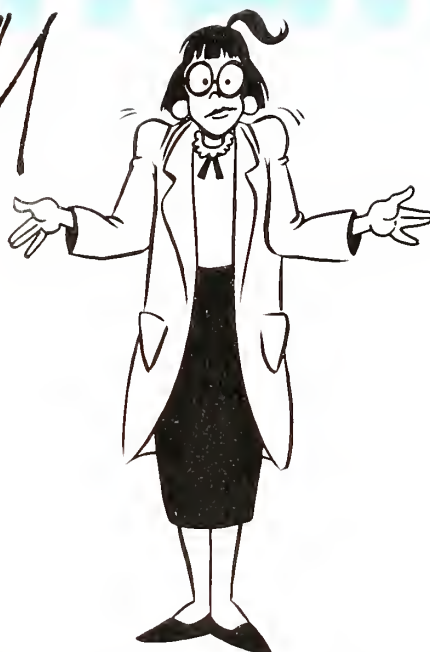
Your pharmacy may also hold for sale copies of "Homoeopathy for the Family" from The Homoeopathic Development Foundation, 9 Cavendish Square, London W1M 9AD, which is a comprehensive guide to homoeopathy, and includes detailed information on selecting the right medicine for certain symptoms.



# COUNTERVIEW

## BY VERITY

*Verity is a real-life pharmacy assistant working full-time in a pharmacy somewhere in the UK, writing about her job as she sees it.*



You could tell from our sales early on this month what many of our customers' New Year resolutions were. We delved deeply into the drawers for long forgotten anti-smoking "remedies". Usually we only do well with the products at the lower price end of the market but, serious in their good intention, the prospective reformers were willing to pay more, perhaps believing that paying a higher price hedges against a possible weak will. Another bad habit which many seemed determined to beat was nail-biting, and our already low stock levels of evil-tasting paints was quickly diminished.

Strangely enough demand for both have now died down. Does this mean we now have cleaner air and lots of hands bearing the beginnings of long talons? I doubt it. I'll bet most are back to chewing and puffing away.

Mind you, none of us will have any nails left after seeing the January price amendments. Picking off all those old stickers certainly takes it's toll — it would seem that higher inflation has really begun to bite hard judging by the number of changes in the January C&D Price List

supplements. January was traditionally always a big month for price increases, but some of them — perhaps best left nameless — seemed particularly steep.

In keeping with most other retailers, our Christmas wasn't as busy as the last few, much to the boss's dismay. He was cheered up by the fact that scripts have been up. We seem to have plenty of bugs around, even if we haven't had a mass epidemic like last years flu. We had a bit of a last minute rush on liquid paraffin, before the new rules on pack sizes came in on December 18. It's going to be an uphill struggle persuading some of our elderly that if they must use laxatives regularly, the bulk forming types, like Fybogel, are better and safer too.

We have also had the good news that, after lots of opposition from our boss along with other nearby pharmacists, a neighbouring doctors' practice has been refused a dispensing contract. This must be good news, not only for pharmacists, but anyone working in pharmacy, as any threat to retail pharmacy can't be a good prospect for our jobs either.

## MEANWHILE...

by Andy





# Win a weekend in Amsterdam from Asilone



An estimated 25 million people in the UK suffer stomach disorders, the most common of which is indigestion, according to research by Crookes Healthcare.

Indigestion is thought to be caused when the stomach over produces its natural gastric juices, which include a strong hydrochloric acid.

If this excess acid — which acts to kill bacteria and soften difficult to digest foods — cannot be neutralised, it attacks the stomach lining causing pain. Excess acid can be brought about, by a number of factors including eating too much too quickly, inadequate chewing of food, excessive smoking, spicy or junk foods, too much tea, coffee or alcohol.

Another form of indigestion is nervous indigestion. The amount of acid produced by the stomach is affected by our emotions — anger, stress and anxiety can all lead to over-production.

Other frequently suffered acidity related problems are wind and heartburn. Air bubbles produced as part of the digestive process can

become trapped in excessive gastric juices causing wind, which can produce symptoms ranging from abdominal cramps to belching and a bloated feeling.

Heartburn occurs when the excess acid in the stomach contents attacks the sensitive lining of the oesophagus (gullet). Its symptoms include a burning pain generally located behind the breastbone and/or regurgitation of a bitter tasting acidic fluid into the mouth.

Normally a ring of muscle at the base of the oesophagus called a sphincter acts as a "one-way valve" to prevent any flow-back of the stomach contents into the oesophagus. However, certain irritants found in some foods or drinks, overeating, a tight waistband or lying flat after a large meal can force the sphincter to "relax."

## Pharmacy care

Indigestion remedies form the fourth largest pharmacy OTC sector. Crookes Healthcare believe the pharmacists' and pharmacy assistants' role as approachable, no-appointment-necessary advisors is ever-increasingly important to sufferers. The company's research revealed that while three out of four sufferers found relief using non-prescription products, over a fifth wished for further advice.

Crookes Healthcare, who market Asilone therefore have produced a pharmacy guide to indigestion and a consumer leaflet, copies of which are available from their head office.

Asilone is an antacid which neutralises the excess stomach acid — the root problem of indigestion, heartburn and wind — and in so doing relieves their symptoms. Asilone Liquid combines two effective antacids — aluminium hydroxide and magnesium oxide — with the added benefits of the anti-flatulent dimethicone.

Aluminium hydroxide has prolonged neutralising powers while magnesium oxide is fast-acting. The dimethicone helps to break down any trapped air bubbles.

The Asilone OTC range consists of 100ml and 300ml liquids and packs of 30 tablets. There is also a dispensing range of Asilone 300ml and 500ml suspension.

## The competition

### Unwind in Holland

Crookes Healthcare are offering you the chance to unwind by winning a luxury three-day weekend break to Amsterdam.

With £100 spending money into the bargain, your travel arrangements will be made through Davies and Newman Travel Ltd. Arriving at the city's airport, you and a partner will be chauffeured to your hotel. The time is then yours to explore Amsterdam's myriad of canals or relax before an evening's outing to any of its many bars, coffee houses, discos and nightclubs.

To enter, complete the three simple questions below and send answers on a postcard to Amsterdam Competition, 4 Cloisters House, 8 Battersea Park Road, London SW8 4BG. The winner will be the first correct entry selected on the closing date of Monday, March 4 1991.



1. According to Crookes Healthcare research, what is the most common stomach disorder suffered in the UK?

- a) indigestion
- b) stomach ulcer
- c) appendicitis



2. What is the name of the "one-way" muscular valve that acts to prevent any flow back of the stomach contents?

- a) the oesophagus
- b) the wind pipe
- c) the sphincter

3. Asilone Liquid is an effective indigestion remedy because:

- a) it is available in liquid and tablet form
- b) it combines two effective antacids and an anti-flatulent to combat excess acid and break down gas bubbles to relieve discomfort while gently soothing the stomach lining
- c) it is only available from chemists

### The rules

1. The Weekend entitles the winner and a partner to a three day visit to Amsterdam including two nights' hotel accommodation with breakfast. 2. All entries become the property of Crookes Healthcare Ltd. 3. The competition is not open to employees of Crookes Healthcare or Benn Retail Publications Ltd. 4. Entries received after the

closing date will not be accepted. 5. Crookes Healthcare will cover the costs of standard British Rail transport to the airport of departure. 6. Crookes Healthcare reserve the right to publicise the winner's name and photograph. 7. The judge's decision is final and no correspondence will be entered into. 8. The prize must be accepted as offered, there is no cash alternative.



The skin seems to be the first thing to suffer during teenage years. A baby soft complexion gets an attack of the greasies overnight, dry, flaky patches occur and spots launch a takeover bid. But don't panic, here are a few tips to pass on to young customers suffering skincare blues

# Spot the

It's inevitable that most teenagers will, at some time, suffer from spots — either a mild case of pimples or, worst of all, a full blown acne attack. It's a sensitive issue and anyone suffering skin problems should be treated gently and with understanding, as spots aren't exactly a confidence booster!

Although there is no magic solution to problem skin, it is possible to ease the problem with a thorough skin cleansing routine and a carefully balanced diet. It's your job to point desperate youngsters in the right direction — a good skincare routine at an early age will pay dividends in years to come.

## A clean sweep

The first step towards keeping spots at bay is a good cleansing regime. Bacteria love greasy skin and multiply far quicker in oily conditions. Steer young customers towards a thorough cleansing routine using either a cream cleanser, soap or a facial wash. Be warned, however, cleansers with a high oil content can exacerbate an oily skin problem.

If skin is particularly oily, recommend oil-free cleansers or persuade customers to try medicated cleansers like the Clearasil range of lotions and milks. Particularly oily skin will benefit from an anti-bacterial face wash such as the Biactol range for regular or sensitive skin. Aapri wash cream is a good alternative.



## Gently does it

Teenagers lucky enough to have good complexions still need to clean them, so try recommending the more affordable brands like Simple, Innox or the Nivea Facials range.

Gentle ranges are best for young skin and perfume-free, hypo-allergenic ranges will ensure reactions don't occur. Remember that young consumers are on a budget, so always recommend affordable ranges — Anne French or Timotei are also a good bet.

Cleanser should be applied with cotton wool in upward, circular movements from the neck to the forehead, followed with toner to remove any last traces and ensure pores aren't blocked.



## Soap story

Whatever advice you give, some consumers simply won't use anything but soap and water. If they have an oily skin or a skin prone to spots, direct them to medicated soap bars such as Albion medicated soap. Fragrance-free and allergy tested soap bars such as the Simple soap are also a good idea. Soap should always be worked up into a good lather using gentle circular motions.



Remind customers to rinse thoroughly as soap left on the skin can have a dreadful drying effect.

## Rub and scrub

Facial scrubs are a great way to slough away dead skin cells. They also help unblock pores and get the circulation moving. Aapri is probably the best known of the scrubs, but Innox do one, and Simple do a gentle unperfumed variant.

The secret with scrubs is to be gentle — too much harsh rubbing can break the skin, simply adding to existing problems. A scrub should probably be used twice a week and again it is important to make sure that it is always rinsed off properly afterwards.



## Mask it

Teenagers will probably say they haven't got time to use a face mask, but if you can persuade them to use one once a week, it will do wonders for their complexions. There are so many masks on the market at the moment, with variants to suit particular skin types.

Obviously, medicated masks are a good bet for spots and pimples, and will usually help to draw out any impurities. For normal skins, a gentle mask, like Innox's gentle face mask, should be recommended to both soften and clean the skin.

Face masks tend to work very well in the bath, so advise young customers to pop one on just before a soak — the secret when wearing these masks is to relax while they are working. If customers really have very little time, recommend Almay's five minute face mask for oily skin — it won't take too much time out of a busy schedule!



# difference



## Moisture mania

The last thing pimple sufferers will want to hear is that they should be wearing a moisturiser. But it's your job to stress to them that moisturising is crucial, even for oily skin.

For normal skin or skin prone to dry, flaky patches, steer customers towards some of the gentler moisturisers on your shelves. Timotei, Nivea, Almay and Innoxia are all in this category. As teenage skins tend to be slightly oily, try recommending some of the oil-free formulations such as Pure & Simple oil-free moisturiser.

The emphasis for young skin should be on light moisturisers — anything too heavy will block pores and create more problems. Moisturisers should be applied twice a day — remember, starting young means reaping the rewards in later life!

## Squeezing the issue

Spots are a nightmare. The best advice you can give is to leave them alone. However, if



they become so unsightly that customers want to get rid of them at any cost, then make sure they know how to do it properly.

Strange as it might seem, there is a correct way to squeeze a spot. Firstly it must be ready for an 'attack', which usually means it should have a head. Both hands and the area itself should be clean. It is usually best to squeeze with a tissue. The emphasis here is gently does it — any undue pressure will simply cause swelling and the spot will be a hundred times more noticeable when it's twice its original size. Cleanliness is crucial to avoid spreading the problem.



## It's a cover-up

Once the spot has been removed, cream must be added to help it heal and to prevent infection. It is probably best to favour a tinted cream to help disguise the spot as it heals. There are some great ones on the



market — usually the medicated ones are preferable as they also help the healing process.

There is an art to disguising spots. Cover should be patted on rather than rubbed in or it will simply disappear, leaving the spot shining through. Two thin applications are often better than a thick lashing. If badly applied, a coverstick can bring far more attention to a spot. A good tip is to use the ring finger to blend.



## Healthy eating

The saying 'We are what we eat' certainly rings true when it comes to teenage skincare. A healthy diet is essential for healthy skin, and eating wisely can make all the difference when it comes to banishing spots. Recommend lots of fresh vegetables and fruit, and tell customers to cut down on fried foods.

Fatty foods are also an unwise choice, and sadly, many experts believe chocolate can exacerbate a spotty complexion. If customers can't cut these foods out altogether, advise them to cut down — they'll soon notice the difference!

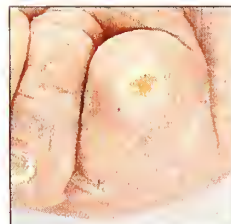
Advising on teenage skincare is no easy matter, but with a few of our tips under your belt, you'll be able to steer young customers in the right direction and help them in the battle to banish spots forever!





## WHAT ARE CORNS?

Corns are small areas of raised and thickened skin. They are sharply defined and occur on the tops, sides and tips of the toes – and also between the toes. Because corns press on the nerves underneath, they can be very painful. Contrary to popular belief corns do not have a root.



Corn on the top of the toe.



Corn between the toes.

## WHAT CAUSES THEM?



Shoes that fit badly or cramp the toes are the main culprits. Rubbing or pressure on the toes results in the formation of corns.

## WHO GETS THEM?

Most of your customers can suffer from corns at any time in their life but they become more common as people get older. It is estimated that about one in every five of your customers has corns.



# WHEN CUSTOMERS HAVE CORNS,

# POINT THEM IN THE RIGHT DIRECTION



# WHY IS SCHOLL THE BEST BRAND TO RECOMMEND?

With Scholl, you're recommending a product that's safe and effective. The unique

medicated disc slowly releases the softening ingredient, and only treats the corn itself. So unlike some other brands, there isn't the risk of damaging the surrounding skin.

And because Scholl have introduced a washproof plaster, it doesn't have to be changed after every bath.

Scholl's plaster is particularly suitable for corns on tips and tops of toes.

Cushioned pad provides immediate relief from painful friction.

AVAILABLE IN WASHPROOF & FABRIC MATERIAL

Extra long adhesive straps ensure that the pad stays in place.

Hypo-allergenic adhesive suitable for sensitive skin.

Scholl's medicated disc treats only the corn itself.

Scholl's medication does not spread onto the surrounding skin unlike some other brands.

## ALSO IN THE SCHOLL FOOTCARE RANGE...



Extra Slim Corn Protectors are natural linen covered self-adhesive pads which provide protection from pressure points, and fit comfortably even in tight fitting footwear.

Extra Soft Felt Corn Pads are designed to give maximum relief from painful corns, and are ideal for use in combination with Scholl Corn Removing Liquid. Available in two shapes: round and oval.

Medicated Corn Removal Pads with Medicated Discs are for hard corns. The oval shaped pad is particularly suitable for corns on the outside of the foot or toe. Medicated Soft Corn Removal Pads are specifically designed for soft corns that form between the toes.

**IMPORTANT NOTE: DIABETICS MUST CONSULT THEIR DOCTOR BEFORE USING ANY FOOTCARE PRODUCTS.**

Scholl

## Facts ON FEET



COMPETITION

**£200 1st Prize  
£50 2nd Prizes  
£25 3rd Prizes  
plus 100 runner-up prizes**

Here are five multiple choice questions. Tick whichever answer you think is correct, then fill in your name and Pharmacy address and send your entry to the address shown. Good Luck!

### QUESTIONS:

1 On average, how many people suffer from corns?

☐ 1 in 5 ☐ 1 in 10 ☐ 1 in 50

2 What is the active ingredient in Scholl Medicated Corn Removal Plasters?

☐ Acetic acid ☐ Salicylic acid ☐ Acetone

3 What is the most common cause of corns?

☐ Lack of exercise ☐ Badly fitting shoes ☐ Cold weather

4 Where are soft corns found?

☐ Between the toes ☐ On the ankle ☐ On the ball of the foot

5 Which is the Scholl product most suitable for treating hard corns?

☐ Medicated Soft Corn Removal Pads ☐ Medicated corn removal pads with medicated discs ☐ Ball of foot cushion

### Competition/Free Draw Rules

The competition/free draw is open to all pharmacy assistants in the UK. Only one entry per person is permitted. Employees of Scholl Consumer Products Ltd. or their agents are not entitled to enter. The closing date of Friday 5th April 1991 will not be varied other than in exceptional circumstances and subject to the conditions laid down under the British Code of Sales Promotion Practice. The first correct entry drawn will receive a Burton Group Plc voucher for £200, the next two correct entries will each receive a voucher for £50, and the next four correct entries will each receive a voucher for £25. The next 100 correct entries will each receive a consolation prize of a set of three bathroom ducks. In the event of insufficient correct entries being received, prizes will be awarded on the basis of the greatest number of correctly answered questions. No cash alternatives will be offered. All entries remain the property of Scholl Consumer Products Limited, 475 Capability Green, Luton LU1 3LU. The judges' decision is final and no correspondence will be entered into. Winners will be notified by post within 28 days after the closing date, and results will be published in Over The Counter A full list of winners will be available on request, accompanied by an SAE, from Scholl Consumer Products Limited.

Name \_\_\_\_\_

Pharmacy Address \_\_\_\_\_

Postcode \_\_\_\_\_

Send your completed entry to:  
FACTS ON FEET COMPETITION,  
Scholl Consumer Products Limited,  
475 Capability Green,  
Luton LU1 3LU.

Scholl



# Maddeningly itchy, but simple to treat

Meet the Maladies — every pharmacy's favourite customers! There's always something wrong with one of 'em, and they ask every question imaginable about the medicines they buy. Each month, *Over the Counter* will feature a visit from one of the Maladies, giving you the answers to their questions, and providing the questions you need ask to be sure of recommending the right treatment. This month Michael Maladie has a problem with his feet...

Michael: "Excuse me, but I wonder if you can help. I've got this problem with my feet. I think it might be athlete's foot."

Assistant: "What exactly does it look like?"

"I've got these very itchy, raw, weeping patches and blisters between the toes."

"It certainly sounds like athlete's foot to me. How long have you had it?"

"Just a few days, but the itching is driving me mad. We've not got anything in the house so I've come to you."

"Well, it's quite simple to treat. You need a cream to rub on and powder for dusting and for your socks."

"What will the cream do?"

"Athlete's foot is a fungal infection of the skin. Both the cream and powder contain an antifungal to kill the fungus. The problem should clear up in a couple of weeks."

"Do I really need a cream and a powder. Won't just one

HAVE YOU GOT ANYTHING FOR...



do the job?"

"The cream will treat the infection directly, but the dusting powder or a spray should be used in socks, as fungal fibres and spores can linger and cause re-infection. And you should continue the treatment for at least two weeks after it appears to have got better to prevent it coming back."

"I can't think where I might have picked this up."

"Athlete's foot is highly contagious and is easily picked up in public baths or showers."

"So how can I avoid passing it on to anyone else?"

"You should change your socks daily. Try to avoid synthetics like nylon socks, and constricting footwear — they provide exactly the right environment for athlete's foot to thrive. Don't let anyone else at home use the towel you use to dry your feet. And stay away from the swimming pool until it's cleared up!"

## OTC remedies

Antifungal	Product	Cream	Powder	Spray	Solution
Miconazole	Daktarin	✓	✓	✓	
Tolnaftate	Mycil	✓	✓	✓	
	Scholl range	✓	✓	✓	✓
	Timoped	✓			
	Tinaderm	✓	✓	✓	✓
	Tineafax	✓	✓		
Triclosan	Germolene		✓		
Chlorphenesin	Cutinea		✓		
Undecanoic acid and derivatives	Mycota	✓	✓	✓	
	Healthy Feet	✓			
	Monphytol			✓	
	Phytocil	✓	✓		
Benzoyl peroxide	Quinoped	✓			
Halquinol	Valpeda	✓			

## Further background information

Athlete's foot (*Tinea pedis*, ringworm of the foot) is most commonly seen between the toes, but can spread to the top of the feet and the soles too. It causes intense itching, and in severe cases extreme tenderness and soreness. It is more common in warmer weather as it thrives in warm, moist conditions. Socks made of synthetic materials provide a prime breeding ground.

A number of antifungal treatments are available. Tolnaftate, benzoyl peroxide, undecanoic acid preparations and the newer miconazole and clotrimazole all have antifungal activity (see table below for full details). Creams should be used to treat the infection directly, with powders or sprays used in socks and shoes to kill the spores that cause re-infection. Strict hygiene at home is a good idea, and exposing the feet to the air as much as possible will also help clear up the condition.

Steroid creams should not be used in athlete's foot. They cause skin thinning and can cause the problem to deteriorate rather than improve.

*Tinea* infections are also common in other body folds — under the breasts in old ladies, and in the groin (Dhobie itch). Treatment is basically the same.

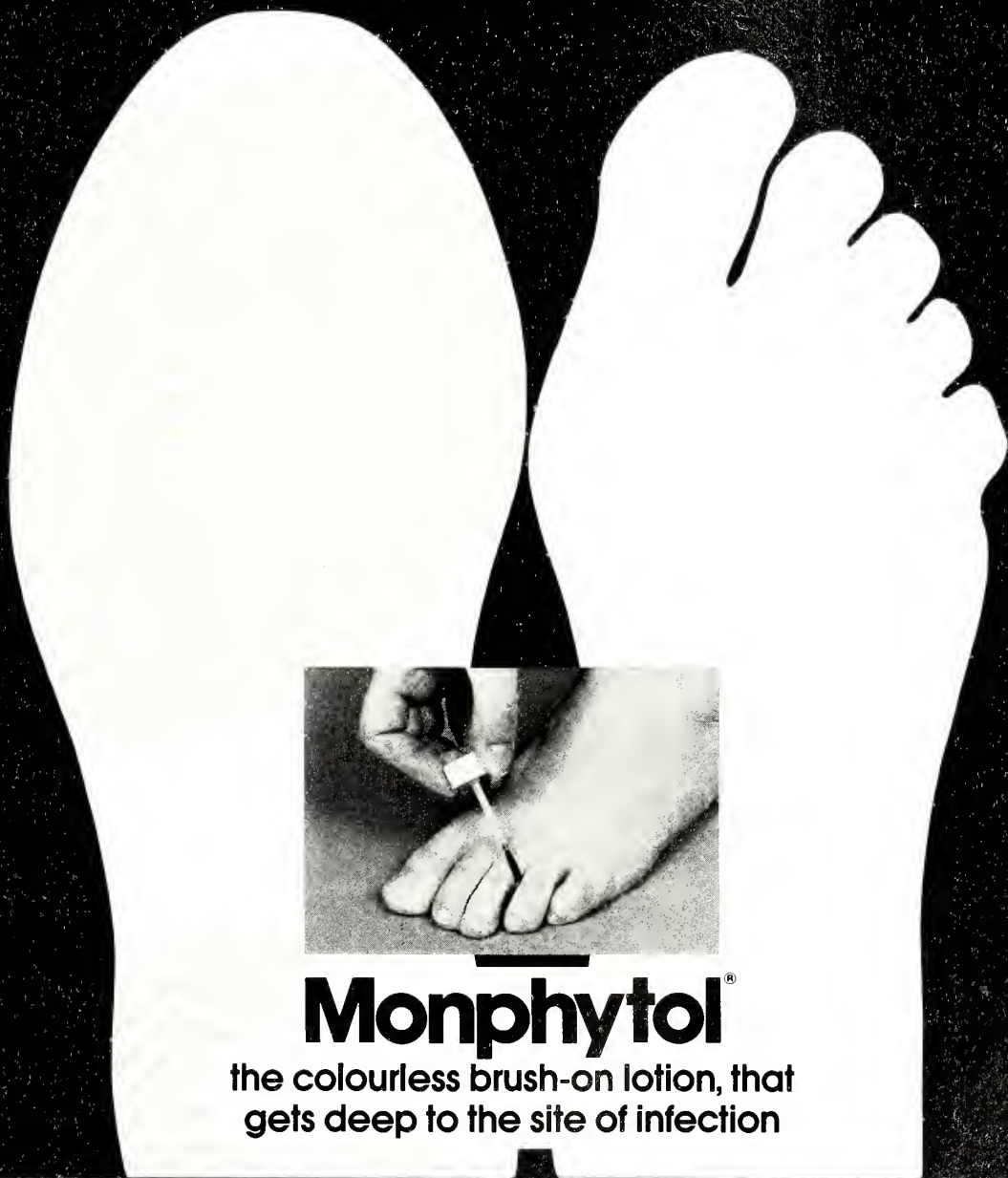


In athlete's foot...

# Monphytol<sup>®</sup>

chlorbutol, methyl undecylenate,  
propyl undecylenate, salicylic acid, methyl salicylate and propyl salicylate

the traditional treatment for  
a modern problem



## Monphytol<sup>®</sup>

the colourless brush-on lotion, that  
gets deep to the site of infection

**Monphytol Prescribing Information.** **Presentation:** A colourless, rapidly drying, non-greasy paint containing chlorbutol 3%, methyl undecylenate 5%, propyl undecylenate 0.7%, salicylic acid 3%, methyl salicylate 25%, and propyl salicylate 5%. **Uses:** Monphytol is indicated for erosio interdigitalis, intertrigo, tinea circinata, tinea pedis, tinea unguium. **Dosage and Administration:** Adults and Children over 12: Twice daily (4 times daily for fingers) moisten brush with Monphytol and apply to the affected parts, reaching gently into the folds of the skin. Treatment should be repeated from

time to time after the condition has subsided to prevent reinfection. Children under 12, pregnant and lactating women: The safety of this product has not been demonstrated for these groups. Its use must be at the physician's discretion. **Contra-indications, warnings etc.:** Monphytol may sting sensitive weeping areas of acutely inflamed skin. Other treatment (to reduce inflammation and exudation) may first be necessary. Although there is only a small amount of boric acid present, caution is advised in the repeated application of Monphytol to extensive areas of the skin. Monphytol

should not be used on bleeding areas. **Pharmaceutical precautions:** Store away from heat. **Legal Category:** P **Package quantity:** Bottles containing 18ml. **Further information:** Nil **Product licence number:** 0118/5010R **Date of Preparation:** 3 Sept 1986



Further information is available from  
Laboratories for Applied Biology Ltd  
91 Amhurst Park, London N16 5DR. Telephone 01-800-2252





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# Lorraine Thornley

**It's time to look at the final winner of our Model Assistant competition, Lorraine Thornley's striking good looks and masses of raven black hair made her an interesting model to work with. "I'd love to look dramatic" she told us. We think we succeeded...**

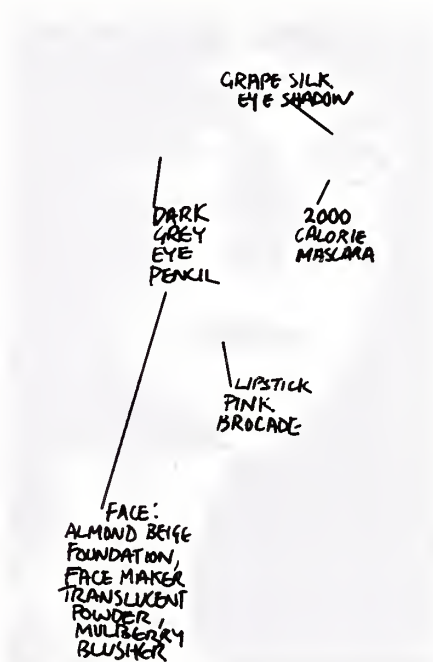
Lorraine was persuaded to enter our competition by pharmacist Audrey Butterworth, who owns the shop where she works in Denton, Manchester. "I was a bit nervous about entering, but Audrey convinced me it was worth a go — she even organised a photographer," she told us.

Lorraine was keen to go all out for a very striking, dramatic new look. We were delighted as it meant we could really go to town with her hair and make-up. We decided to aim for a sophisticated evening look for Lorraine, moving away from the natural emphasis of this season.

## First things first

When Lorraine arrived at the studio, she had her naturally curly black hair pulled back from her face and was wearing very little make-up. A recent holiday meant that she still had a slight tan which gave her complexion a healthy glow.

We started with her hair which was slightly dry and in need of a reshape. Lorraine is growing her hair long, so we decided to aim for a long bobbed effect. The bottom of the hair was blunt cut and we trimmed up the layers to get rid of the dryness. We took the top layer quite short for extra height and volume. The cut also



helped Lorraine's curls to spring naturally back into shape.

Lorraine was particularly worried about the colour of her hair. "My hair is so black I can't do a thing with it. I would love to change the colour, but it's just too dark to cope with it". However, we had some good news. We recommended she try one of the glossing colours around at the moment in shades of red mahogany or mahogany. These would not only warm up the colour of Lorraine's hair but also give it a conditioning sheen.

We finally scrunch dried Lorraine's hair upside down with a diffuser and lots of mousse for masses of curl and volume.

## Skin deep

Lorraine's olive complexion and striking green/hazel eyes made her a perfect model for a dramatic evening look. A shade of almond beige foundation was used to complement her tanned complexion and Max Factor's Face Maker translucent powder was used to fix it and prevent any shine breaking through.

## All in the eyes

Max Factor's Grape Silk eye shadow duo was chosen to match Lorraine's eye colour. The smokey grey shade was applied over the eye socket and lid with smokey pink in the outer edge of the socket. A dark grey eye pencil was used across the top lid close to the lashes and continued under the lower lashes. This widened and opened the eyes and was smudged to soften the effect. A dark grey shade was winged out at the outer corner of the eyes to emphasise and dramatise the effect.

Lorraine's eye brows were strengthened and defined with a dark brown pencil. Several coats of Max Factor's 2000 Calorie mascara in Barely Black were used to thicken and lengthen the lashes.

## Tongue in cheek

We used a mulberry blusher on Lorraine's cheeks. This gave them a dramatic, but natural glow. The blusher was applied with a large brush in sweeping strokes out to the temple. We shaded it above the cheek hollow to emphasise Lorraine's superb cheek shape.

## Lovely Lips

Lorraine's full, well-shaped lips were ideal for a vibrant evening colour. We were keen to use something as bold and bright as possible without being garish. We chose a shade of Pink Brocade Lasting Colour lipstick from Max Factor. Two coats were applied and a lipliner was then used to further define the lip shape.

## So striking

We then spent time showing Lorraine how to vary the look and how to tone it down slightly for daytime wear. The emphasis was on sophistication and we were delighted with the transformation. Lorraine's skin and hair colouring as well as her outgoing personality meant that she carried the look perfectly.

Lorraine's verdict on her new appearance? "It's great, I love it and I feel so glamorous — just right for a good night out! I have never thought of using the shades you've chosen and I'm delighted with the result".



## SHOWCASE

### Five added to Hawaiian Tropic range

Hawaiian Tropic has been on the product development trail. Five products make their debut, and the range is now offering full waterproof protection, even after an 80-minute swim.

New products are sun screen lotion SPF8 200ml **£7.25** offering high protection suitable for facial tanning and children. It complements the existing SPF8 cream. Dark tanning spray SPF4 200ml **£7.25** offers medium protection in a dry oil formula delivered by ozone-friendly fine mist pump spray. Dark tanning cream also offers SPF4 100ml **£5.50** and medium protection.

After-sun moisturiser 200ml **£5.20**, 300ml **£6.75** is a rich, lightly fragranced moisturiser containing aloe and other essential oils and reformulated to include vitamin E. Baby Faces and Tender Places aftersun 200ml **£5.75** is especially suitable for children and complements the sunscreen SPF15.

The whole range is being repackaged for 1991 and colour coded for simplicity — the lighter the packaging, the higher the SPF from white packaging on sun shield sunblock SPF30 to dark brown on the SPF2 tanning range. A £750,000 advertising campaign in the women's Press and on posters will again feature the Hawaiian Tropic "tanning researchers".

Warner-Lambert Health Care. Tel: 0703 620500.



### Piz Buin look to lower temperatures on the beach

Piz Buin's new Beach Cooler is an oil-free pump spray which is said to lower the temperature of the skin by reducing the heating effects of infra-red radiation while nourishing it with aloe vera. Alcohols ethanol and methanol are the cooling agents included in the system, and Piz Buin say that application of Beach Cooler (**£4.99**) causes an immediate and sustained drop in skin temperature of 5 degrees.

Also new for 1991 is an oil-free SPF4 lotion (**£7.50**), a light, non-greasy sunscreen designed for low to medium sun protection. Piz Buin say the move towards lighter formulations which are rapidly absorbed has been particularly pronounced in Europe and is expected to develop in the UK too.

Piz Buin have also increased their UVA filters for 1991 and now provide a guarantee with all sunscreens of a protection ratio of 2:1 for UVB (burning):UVA (ageing) rays.

Ciba Consumer Pharmaceuticals. Tel: 0403 50101.

### Crookes dip toe in water with three product Sun E45

A sun protection range without chemical sunscreens? That's the proposition offered by Sun E45, which uses a range of different-sized particles of microfine titanium dioxide particles, specially blended so they don't clump together, to provide protection from the sun.

The Cream E45 heritage is one advantage for the range, which consists of three products — a UVA/UVB sun block cream SPF25, an ultra UVA/UVB protection lotion SPF15, and a high UVA/UVB protection lotion SPF 8. Crookes say all three formulations have been allergy-screened and dermatologically tested and are perfume and lanolin-free making them particularly suitable for those with sensitive skins, including children.

For pharmacy staff a guide "Dermatological Protection for sun-sensitive skins" will be mailed out during March. A pharmacy training video is also being prepared. The launch of Sun E45 will be supported with a £750,000 package of advertising and public relations activity. A full range of POS material will help sell in-store. Crookes Healthcare. Tel: 0602 507431.

SPF8 lotion 150ml **£6.99**, SPF15 lotion 150ml **£7.49**, SPF25 cream 75ml **£5.99**.



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# Win a 'shell' suit if you know your Höfels Garlic



You may know your onions, but what about your garlic? To find out exactly what you know about their range of garlic pearles, Höfels extend an invitation to all pharmacists' assistants to enter this competition. There are ten top of the range 'shell' suits to be won (similar to the one in the photograph) plus 100 copies of the new 'Garlic for Health' book, signed by the author, David Roser of the Garlic Research Bureau. Read the book, take some regular exercise and, not only will you know nearly everything there is to know about garlic to tell your customers, but you will be fitter, too!

Garlic has long had an established reputation as a plant medicine. Most of the ancient civilisations — the Chinese, Egyptian and Greek — have records of its use for a wide variety of complaints. Today there is an ever increasing body of published scientific work which supports many of these uses — and which has discovered some more! So far, nearly 2,000 scientific and research papers have been published on garlic and its uses and value as a plant medicine.

Höfels also have long had an established reputation as manufacturers of garlic oil health supplements. This British company was set up over 60 years ago and continues to flourish today. Its range of products includes the original Höfels Garlic Pearles, Garlic & Parsley Tablets and Neo-Garlic Pearles. The latest product to be added to the range, Cardiomax, was developed as a direct result of the scientific evidence pointing to the benefits that daily consumption of garlic can have in helping to maintain a healthy heart and circulation.

Here are the questions about the products. If you are not sure of the answers, just take a look at the packs. The answers are there. Good luck!

**Rules:** 1. The competition closes on February 28, 1991. Entries received after that date are not eligible. 2. The first 10 correct entries to be drawn from the postbag will receive a 'shell' suit plus a signed copy of 'Garlic for Health'. The next 90 correct entries will receive a signed copy of 'Garlic for Health' only. There is only a one-size-suit which fits up to size 16, and colour may vary from the one illustrated. 3. The competition is open to unqualified counterstaff only. 4. The judges' decision is final and no correspondence will be entered into. 5. The competition is not open to employees of Höfels or Benn Retail Publications Ltd.



## The competition

(Please complete the form clearly and in block capitals)

- Which products in the Höfels range have product licences as traditional herbal remedies?.....
- What are they for?.....
- Which products are guaranteed to be tasteless and odourless?.....
- Which product contains the most essential oil of garlic?.....
- What can it be recommended for?.....
- Höfels packs are colour coded. Which are which?  
 Green packs.....  
 Brown packs.....  
 Grey packs.....  
 Red packs.....  
 Name .....  
 Position.....  
 Pharmacy address.....

Daytime telephone number.....

Post your completed entry form to: Höfels "Know your Garlic" Counterstaff competition, Over the Counter, Chemist & Druggist, Benn Retail Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW





## Johnson & Johnson enter market with suncare range

Johnson & Johnson are entering the suncare market with range aimed at family protection.

Johnson's Suncare System is waterproof and offers SPF's starting at 6 for normal skin protection, to SPF 20 for maximum protection. There are no low SPF "tanning" products, which the company says consumers are moving consistently away from.

The full range is SPF6 lotion for normal skin, SPF8 lotion for fair skin, SPF12 lotion for highly sensitive skin, SPF15+ lotion or cream for ultra sun sensitive skin, SPF20 sunblock stick, after sun lotion and sun gel.

Johnson & Johnson. Tel: 0628 822222.

## Uvistat Ultrablock offers the ultimate protection

Windsor claim that their Uvistat Ultrablock Factor 30 is the "ultimate in protection" -- a suncream that gives an SPF of 30 for both UVB, the commonly quoted figure, and UVA. The hypoallergenic formulation has been developed for those with photo-sensitive skin and for those who wish to protect their skin from further ageing by UV rays.

Windsor will also be relaunching their Uvistat Factor 10 Sun Cream with a new water-resistant formulation, its SPF10 also applies to both UVB and UVA. Windsor are also introducing a new pack size for their Uvistat Factor 20 Sun Block, which will now be available in a 100g as well as a 50g squeeze pack.

Windsor's policy of putting SPF's for both UVB and UVA on-packs has caused some argument among manufacturers, many of whom have argued that there is no recognised SPF test for UVA yet, unlike the agreed procedure for measuring UVB SPF's. But marketing manager Andrew Dixon defends the company's position as giving the consumer as much information as is available.

Windsor Pharmaceuticals. Tel: 0344 484448.



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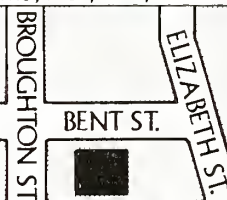
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# Quiz

- |   |  |
|---|--|
| <p><b>1. Productive coughs may also be described as</b></p> <p>a) Loose or chesty <input type="checkbox"/></p> <p>b) Barking <input type="checkbox"/></p> <p>c) False <input type="checkbox"/></p>  | <p><b>6. What is the current prescription charge?</b></p> <p>a) £3.00 <input type="checkbox"/></p> <p>b) £3.50 <input type="checkbox"/></p> <p>c) £3.05 <input type="checkbox"/></p>                                   |
| <p><b>2. What is Toxocara?</b></p> <p>a) Another name for anaemia <input type="checkbox"/></p> <p>b) A variety of potato <input type="checkbox"/></p> <p>c) Worms that infest dogs and cats <input type="checkbox"/></p>  | <p><b>7. What system of medicine was discovered by Samuel Hahnemann?</b></p> <p>a) Herbalism <input type="checkbox"/></p> <p>b) Homoeopathy <input type="checkbox"/></p> <p>c) Osteopathy <input type="checkbox"/></p> |
| <p><b>3. Replens is a new treatment for:</b></p> <p>a) Baldness <input type="checkbox"/></p> <p>b) Vaginal dryness <input type="checkbox"/></p> <p>c) Cystitis <input type="checkbox"/></p>   | <p><b>8. Athlete's foot is caused by:</b></p> <p>a) A virus <input type="checkbox"/></p> <p>b) A bacterium <input type="checkbox"/></p> <p>c) A fungus <input type="checkbox"/></p>                                    |
| <p><b>4. What sort of effect does alcohol have on the brain?</b></p> <p>a) Stimulant <input type="checkbox"/></p> <p>b) Depressant <input type="checkbox"/></p> <p>c) No effect <input type="checkbox"/></p>  | <p><b>9. You might find amylmetacresol in:</b></p> <p>a) A sore throat lozenge <input type="checkbox"/></p> <p>b) An acne treatment <input type="checkbox"/></p> <p>c) A hair gel <input type="checkbox"/></p>         |
| <p><b>5. What ingredient became an over the counter medicine with the launch of Janssen's Ovex in November?</b></p> <p>a) Mebendazole <input type="checkbox"/></p> <p>b) Tinidazole <input type="checkbox"/></p> <p>c) Metronidazole <input type="checkbox"/></p> | <p><b>10. Which product is behind a new set of Braille labels?</b></p> <p>a) Benylin <input type="checkbox"/></p> <p>b) Vicks <input type="checkbox"/></p> <p>c) Actifed <input type="checkbox"/></p>                  |

Name .....

Pharmacy .....

Address .....

## £250 to be won

**£25 prizes will go to the senders of the first ten correct entries opened after the closing date**

Correct answers for all ten questions in this month's Quiz can be found in last November, December and this issue of *Over the Counter*. Tick the boxes next to the answers you think are correct. Entrants must be assistants employed in a registered pharmacy for a minimum of six hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

**Closing date for entries: Monday, February 11.**

**Send completed answers to: Quiz No 8, *Over the Counter*, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.**



*Brenda Pomeroy, a part-time pharmacy assistant from Winchester, has won a UK holiday for two thanks to Numark Management. Mrs Pomeroy answered questions about Numark's own label products at Chemex last September, and C&D's Editor John Skelton drew her winning entry from the hat. Mrs Pomeroy is pictured receiving her prize of £250 worth of travel vouchers, from Numark retail development manager Phil Duckworth. Pharmacist husband Michael looks on*

## Training courses

The National Pharmaceutical Association will be running its Selling/Merchandising/Advanced Selling trio of courses for assistants in Brighton on March 12, 13 and 14 and in Cardiff on April 16, 17 and 18. Booking forms and full details are available from the Training Department, National Pharmaceutical Association, Mallinson House, 40 St Peter's Street, St Albans, Herts AL1 3NP. Tel: 0727 832161.

### NPA Medicines Counter Assistant Courses

Medicines Counter Assistant courses, run over six weeks, are being offered again this Spring in the following areas, listed under expected start date, with organisers' names and telephone numbers.

#### February 1991

Essex Julie Wilson 0255 221222

#### March 1991

Northern Ireland Dr Kate McClelland 0232 232186

#### Spring 1991

Bristol Mr A J Rutherford 0272 741348  
Colwyn Bay Mrs W P Coole 0492 46666  
Gloucestershire Mr F H Smith 0453 882146  
Kent Mr T Draper 0227 263046  
Manchester Mrs D Green 061-833 9741  
Merseyside Mrs S J Chantler 051-648 1606  
Norwich Mrs L M Ganley 0603 810149  
Staffordshire Mrs E Taylor 0782 715111

*A full diary of training dates for assistants will be published in our next issue. To get your courses included, send full details to Over the Counter, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.*

### Last month's competition winners

<p><b>A Burt</b> Boots The Chemist, The Stow, Harlow, Essex <b>Janice Hodgson</b> Westlakes Chemist, 25 Oxford Road, Kidlington, Oxon <b>J Griffiths</b> Castle Pharmacy, 9 Main Street, Pembroke, Dyfed <b>Mrs J Shovel</b> Geo Rigg, 27 Station Road, Taunton, Somerset <b>Miss Dawn Evans</b> Lloyds Chemist, 4 Rugeley Road, Chase Terrace, Walsall <b>Fiona Murray</b> A C Still Ltd, Cumberland Walk,</p>	<p>Ravenscraig, Greenock, Renfrewshire <b>Miss Caroline England</b> Boots The Chemist, 15-17 North Walk, Yate, Bristol <b>Mrs S J Wareham</b> Boots The Chemist, 364 Ashley Road, Parkstone, Poole <b>R Henderson</b> C Abernethy, 230 Albertbridge Road, Belfast <b>Parinda Vara</b> Knighton Dispensing Chemist, 140 Sydenham Road, London SE26</p>
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THE EVENT  
Scotchem is the trade exhibition for the professional retail pharmacy and allied trades in Scotland.

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Retail pharmacists in Scotland now have their own exhibition, catering for their own special needs.

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Our prestigious venue for Scotchem '91 will be the magnificent MacRobert Pavilion, situated in the Edinburgh Exhibition and Trade Centre complex and easily accessible from road, rail and air links.

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## PRODUCT RANGE

A wide variety of beauty, pharmaceutical and associated retail products will be on show at Scotchem, incorporating bodycare and health care products for the whole family. OTC remedies, medicines and generic pharmaceuticals will be on show alongside a comprehensive selection of toiletries, cosmetics, fragrance, photographic products and reading glasses.

Computer systems, shopfitting ideas, wholesalers and financial services will all be represented.

## MEET THE PRESS

Scotchem sponsors, Chemist & Druggist, as well as Beauty Counter and Community Pharmacy will all have stands at Scotchem.



## NPA

The National Pharmaceutical Association will be at Scotchem to offer advice and assistance on the services offered to retail pharmacists.

Brochures will also be available.

## "FREE COMPUTER"

Everyone who registers at Scotchem will automatically go into the free draw for a computer and printer. This 'state of the art' IBM compatible computer is easy to use & will run the latest patient medication and labelling system software packages. Don't miss this excellent opportunity.



## HOW TO GET THERE BY CAR

The centre is well signposted on the A8 dual carriageway which runs between Edinburgh and the Newbridge Interchange, linking the following motorway networks—the M90 to the North—the M9 to the North West—the M8 to the West and the M8-M74-A74 leading to the South. Free car parking for 20,000 cars is provided at the Centre.

## BY BUS & COACH

Services every fifteen minutes from Edinburgh, to a variety of destinations in Central Scotland, pass within 5 minutes walk of the Exhibition Centre.

In addition to the public transport service, MGB has arranged for a special coach service to be provided from Glasgow, Edinburgh Station and Newcastle.

## BY RAIL

Edinburgh is served by frequent Inter-City and other rail services from all parts of the country. Over 200 trains arrive daily at Waverley Station, only six miles from the MacRobert Pavilion.

## BY AIR

The Exhibition Centre is adjacent to Edinburgh's International Airport.

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